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October, 1953

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In this issue ...

Private brand soap sales boost retailer's volume

What type of perfumes for aerosol products?

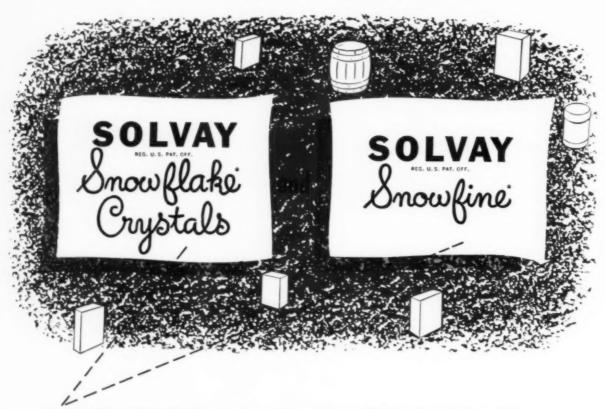
Sanitary supply sales by spot demonstrations

Safety factor paramount in cannery insecticides

Cover photo . . . Big soaper enters chemical specialties field as Colgate-Palmolive-Peet Co. unveils its new "Florient" household aerosol deodorant. Regal Chemical Corp. filler; Crown "Spraytainer" can; valve by Precision Valve Corp.







the Superior Sesquicarbonate of Soda that will

REDUCE THE END COST OF YOUR COMPOUNDS

Compounders and Repackers will find that either of these quality Solvay products—Snowflake Crystals or Snowfine—is an ideal component of cleaning compounds. This true sesquicarbonate of soda is available in two grades, to fit the granulation of your product—crystals (Snowflake Crystals) and fines (Snowfine)—and offers you all these advantages:

- Beautiful appearance—snow-white, crystalline
- ■Mildness-low pH
- ■Quick-dissolving . . . non-caking . . . freeflowing
- ■Low Cost
- ■Ability to mix with and reduce end cost of other components

SOLVAY PROCESS DIVISION



ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N. Y.

- BRANCH SALES OFFICES: -

Boston • Charlotte • Chicago • Cincinnati • Cleveland Detroit • Houston • New Orleans • New York • Philadelphia Pittsburgh • St. Louis • Syracuse



* Reg. U. S. Pat. Off.

Soda Ash · Caustic Soda · Potassium Carbonate · Calcium Chloride · Chlorine · Caustic Potash · Cleaning Compounds · Ammonium Bicarbonate Sodium Nitrite · Sodium Bicarbonate · Snowflake® Crystals · Para-dichlorobenzene · Ortho-dichlorobenzene · Monochlorobenzene · Ammonium Chloride

IF YOU SELL WAX AT A PROFIT

THIS IS A MUST!

This 8-page booklet gives you the reasons why you can sell Premium Guaranteed Quality MILLI-MIKE for \$3.00 to \$4.00 a gallon . . . yet buy it under your private label at a medium wax price.

MILLI-MIKE Sales are Booming!

MILLI-MIKE has been on the market long enough to stand up under the test of time. A great sales success, MILLI-MIKE paints its own profit picture everywhere introduced.

You can quickly make MILLI-MIKE the leading profit builder in your line, too . . . just as so many jobbers and distributors are doing . . . now.



WRITE TODAY FOR THIS FREE EIGHT-PAGE BOOKLET!

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fuld brothers,

MANUFACTURING CHEMISTS
Warehouses in Principal Cities



INCORPORATED

702-710 S. WOLFE ST., BALTIMORE 31, MD. West Coast Plant: Los Angeles, Calif.

CAND-DOX

Candy's Wax

With LUDOX* added

** Candy's NEW NAME for

the new floor treatment for

Increased Anti-Slip

Greater Durability

Lower Floor Maintenance Cost



CAND-DOX #cs

Originally offered as CANDY'S SUPREME Special WR-AS in July 1950

CAND-DOX #BB

Originally offered as BRIGHT BEAUTY Special WR-AS in June 1951 CAND-DOX #CS and BB are made in any total percentage of solids 8% to 18% and in 24% concentrate.

CAND-DOX #CS is slighty more durable and higher priced than CAND-DOX #BB in like percentage of total solids.

floor treatments represent the finest products available where a higher than minimum recognized standard of anti-slip quality is desired. The resultant films from the use of these products are HARD, non-tacky, and will withstand wear, dirt and discoloring traffic marks.

DURABILITY and ANTI-SUP... (AND-DOX products include a compensating factor—LUDOX*—in itself harder than wax. The addition of LUDOX* to the proper wax bases, perfected purposely to accommodate this additive, causes a greater coefficient of friction and therefore greater safety underfoot.

WATER RESISTANCE and REMOVABILITY in proper balance are very important in every maintenance program. In the development of the wax emulsion bases that go into (AND-DOX floor treatments, the important all-around high qualities of our (Standard) CANDY'S SUPREME, BRIGHT BEAUTY and other well known and accepted waxes were taken into consideration and accomplished in the final (AND-DOX products containing the new bases plus additive.

BEAUTY of floors maintained with (AND-DOX floor treatments, which are both hard and very anti-slip, is no less than remarkable and equal to the lustre for which our products have long been famed. The same buffing can be applied, if desired, and the same gloss will result.

Our policy in regard to use of new additives to our floor waxes has always been clear-cut...if a definite improvement can be accomplished we endeavor to formulate and combine new ingredients in such a way as to conform to our very high standards of product function. These standards in no case are ever sacrificed to climb on any "bandwagon" of sales appeal.

The laboratory work in ours or any organization is very important and the starting point for research and development of new useful products. However, FIELD TESTING is the real proof of the real value of any floor treatment. (AND-DO) floor treatments have been thoroughly field tested and are now being sold in quantity by many of our distributors, with success—again proving merit in FIELD USE.

** CAND-DOX contains CANDY'S wax emulsion with LUDOX* added in such proportion as to fully deliver the usefulness of this additive to floor wax. *Trademark of E. I. du Pont de Nemours & Co., (Inc.) Reg. U. S. Pat. Off.

€AND-DOX is available for private brand resale and is sold only through distributors except for experimental accounts in Chicago essential to research.

Why not write us today for free samples and prices so that you can make your own FIELD TESTS?

The most complete line of water omulsion waxes of the highest quality available anywhere

CANDY'S SUPREME (Standard)
CANDY'S SUPREME Special WR
CANDY'S DELUXE
BRIGHT BEAUTY (Standard)
CANDY'S #440
#CS (AND-DOX

the above CANDY products are listed by Underwriter Laboratories as "enti-ello floor treatment materials." Candy & Company, Inc.

2515 W. 35'h ST., CHICAGO

SOAP and Sanitary Chemicals

Volume XXIX, No. 10

October, 1953

CONTENTS

Detergents for Radioactive Decontamination By Foster D. Snell, Gonzalo Segura, Jr., Shepherd Stigman and Cornelia T. Snell	42
By Foster D. Snell, Gonzalo Segura, Jr., Shepherd Stigman and Cornelia T. Snell Perfuming Aerosols	
Perfuming Aerosols	4.5
-1 wante	
New Soaps, Novelties at Chi. Toiletries Show	49
Private Brand Soaps.	50
Soaps for a Penal Institution	53
New Products Pictures	56
Toilet Soap Manufacture	93
Insecticides for Canneries	13
Demonstrations Pay Off for Sterling	16
Radioactive Tracers in Insecticide Research (Part II) 14 By Paul A. Dahm	18
Disinfectant Regulations 15 By W. A. Hadfield	55
William O. Buettner 1898-1953	59
Wax Remover Specification 16	1
F.T.C. Concludes Wax Hearing	5
Bids and Awards 8	31
New Trade Marks 8	3
Production Clinic 10)1
Products and Processes	15
New Patents 10	17
Soap Plant Observer	19
Sanitary Products Section	5
Classified Advertising	5
Advertisers' Index	1

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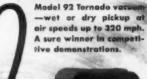


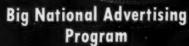
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FOLLOW THE PATH OF ORNADO.

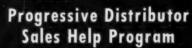
To coin a phrase, "Tornado is sweeping the country." Yes, this complete line of floor cleaning and maintenance equipment has become the "buy word" wherever tough cleaning jobs arise. Progressive distributors everywhere are adding Tornado as their "Top" line and cashing in on a ready made market.

New Tornado Floor Machine. Streamlined design. Tops in performance, quality and customer acceptance.





32 publications blanket the markets in the United States and Canada. Tornado advertising reaches over 3/4 of a million potential customers every month.



When you sell Tornado, you get all the benefits of sales meetings, salesman training, advance sales helps, forceful literature, trade show participation and many other selling aids in this complete sales promotion program.





FLOOR MACHINES



VACUUM CLEANERS





SUPER SERVICE

Institutions

BUSINESS

BLOWERS & SPRAYERS

EUER ELECTRIC MFG. CO.

5082 North Ravenswood Avenue · Chicago 40, Illinois

for Hy-white and handsome PROFITS sell the white tire cleaner that LEADS

IN MARKET AFTER MARKET



Hy-white
WHITE WALL
TIRE CLEANER

out-sells and out-repeats
because it out-performs
all other white tire
cleaners!

Substantial production increases enable us to take on a few more FRANCHISE DISTRIBUTORS. WRITE

Hysian PRODUCTS COMPANY
932 West 38th Place, Chicago 9, III.

STILL the outstanding leader after 20 years—because HY-WHITE far surpasses them all. Faster application—whiter-than-white tire walls—costs less to apply. That's why no other white tire cleaner sells like HY-WHITE, repeats like HY-WHITE, tops every sales quota set by enthusiastic HY-WHITE distributors year after year after year.

3 STANDOUT SELLING FEATURES

One-minute demonstration proves them all and makes the sale.

- 1. FASTER TO APPLY
- -more profit for service station, garage, etc.
- WHITER TIRE WALLS
 —whiter than when new. Removes ALL grime, curb scuff marks, rust and grease stains.
- COSTS LESS TO USE
 —only a small amount needed. (Hy-White's exceptional thrift is a strong factor in its exceptional repeat-sales record.)

Better Products • Better Packaging • Better Private Labels*

*PLUS a steady flow of hot new items and top-selling, nationally advertised profit-makers.



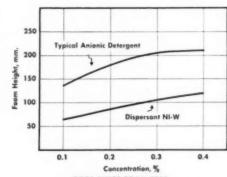
New Nonionic Surfactant

If you have an operation requiring a surface active agent, but where "suds" or "foam" are a handicap, it will pay you to investigate Oronite's new water-soluble Dispersant NI-W. It will solve this problem for you.

Because NI-W is in the chemical class of alkylphenyl polyethoxyethanols, it is both heat and chemically stable. It is effective in hard or soft water. It is completely compatible with soaps, anionic detergents and cationic germicides.

NI-W may be compounded with phosphate or other builders and dried to give free-flowing granular products. Suitable also for making liquid detergents. NI-W is a very adaptable product for the manufacture of economical highquality formulations.

Available in inner-coated drums or tank cars for product purity. Technical bulletin and sample available on request.



ROSS-MILES FOAM TEST

SOLUTION TEMPERATURE 110°F—WATER HARDNESS 300 ppm
The above chart shows, that at equal concentrations, the foam created by Dispersant NI.-W is only about half as high as when a typical anionic detergent (alkyl aryl sodium sulfonate type containing approximately 40% active ingredient) is used.



A partial list of Oronite products:

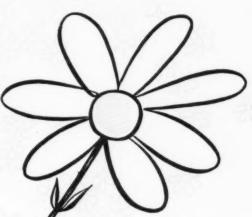
Detergent Alkane, Detergent Slurry, Detergent D-40, Detergent D-60, Dispersant NI-O (oil-soluble emulsifier), Dispersant NI-W, Wetting Agents, Lubricating Oil Additives, Cresylic Acids, Gas Odorants, Sodium Sulfonates, Polybutenes, Naphthenic Acids, Phthalic Anhydride, Ortho-Xylene, Xylol, Aliphatic Acid, Hydroformer Catalyst, Dispersant FO (Domestic Fuel Oil Inhibitor)

"The world's largest producer of synthetic detergent raw materials"

ORONITE CHEMICAL COMPANY

38 SANSOME STREET, SAN FRANCISCO 4, CALIFORNIA 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK STANDARD OIL BLDG., LOS ANGELES 15, CALIFORNIA 600 S. MICHIGAN AVENUE, CHICAGO 5, ILLINOIS MERCANTILE SECURITIES BUILDING, DALLAS 1, TEXAS





SKIN

We're often asked, "Is this stock fresh?" - you bet it is! For the best reason in the world. We have to hustle to keep up with the ever-growing demand for this most popular of all industrial skin cleansers. We keep on increasing capacity but our customers keep right on using up PAX-

GRANULATED

LANO-SAV Heavy Duty as fast as we can make it. Try it and see for yourself why PAX-LANO-

SAV Heavy Duty is so popular. Ask us for a half-pound sample and try



PAX-LANO-SAV Heavy Duty Granu-lated Skin Cleanser has been awarded

the Seal of Acceptance of the Committee on Cosmetics of the American Medical Association.

There is a complete line of PAX granulated skin cleansers covering the entire price field * PAX-SOLV Waterless Skin Cleanser and PAX HECTO INK Cleansing Cream * PAX for dishwashing PAX for cleaning floors * PAX for degressing metals * There is a PAX Product that will clean the teughest job you know eff. it out - then you too will be demanding it.



DISTRIBUTED NATIONALLY THROUGH PAX WAREHOUSES AND JOBBER STOCKS.

When you specify any PAX Product you get as an extra dividend the experience, ability and special know-how of our PAX Research and Testing Laboratory, acquired through more than a quarter-century of continuous research and development.

G. H. PACKWOOD MFG. CO.

Manufacturing Chemists to Home and Industry

1539 TOWER GROVE AVE. • ST. LOUIS 10, MO.



PHOSPHATES

From the World's Largest Producer of

El



You Tagged

...unusual "sample library" safeguards your product quality

Check and double-check is the rule in this room in Monsanto's control laboratory. Here on shelves that run from ceiling to floor is a remarkable "sample library."

Part of every order shipped is placed on file in this "library," bearing tags which carry complete technical information. These samples stand ready for instant checking or emergency retesting whenever you desire.

Result: another safeguard that guarantees the quality of *your* products by giving another "cross check" on the precision quality control exerted over your chemical raw materials.

When you need phosphates—call Monsanto.

Phosphate Division 1700 South Second Street St. Louis 4, Missouri

Important Phosphates Made by Monsanto

Sodium Phosphates Ammonium Phosphates Potassium Phosphates Calcium Phosphates Phosphoric Acid and many other products derived from Elemental Phosphorus.



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DISTRICT SALES OFFICES: Birmingham, Boston, Charlotte, Chicago

Birmingham, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Portland, Ore., San Francisco, Seattle. In Canada, Monsanto Canada Limited, Montreal

They chase away impurities
... large filters like these
make doubly sure that
Monsanto phosphates are
always top quality.





in choosing a detergent for converting purposes,

you'll want to know a lot more about it than just its chemical composition.

What are its special characteristics? And above all, how will it perform?





unusual Granule Characteristics

in telling you about Orvus AB Granules,

let's start with what this efficient synthetic detergent is. Orvus AB Granules is a 40% active type alkyl aryl sulfonate—selected for the most efficient balance of detergent, sudsing, wetting, dispersing, and emulsifying properties. A blown product in granular form—neutral—Orvus AB flows freely, blends readily and intimately with other ingredients.

The strong structure of Orvus AB Granules resists breakdown during mixing and thus minimizes dustiness. And here is another performance characteristic you are sure to appreciate. The surfaces of Orvus AB Granules are designed to minimize stratification, sifting or settling. You get uniform blends with Orvus AB Granules. In addition, its uniform, white color and freedom from gumminess are features which make Orvus AB Granules a standout.

IN THE FINAL ANALYSIS:

IT'S PERFORMANCE THAT COUNTS

You'll discover many other important advantages when you start using Orvus AB Granules. We welcome inquiries regarding its use in whatever type of product you may be turning out.

Procter & Samble

AMERICA'S LARGEST MANUFACTURERS OF SOAPS AND SYNTHETICS



for Quality that **Builds Customer** Satisfaction and Repeat Profits

More Economical . . . **Longer Lasting**

100% Pure **Paradichlorobenzene Fused with Fine** Perfume Oils

Attractively Packaged

Pleasing Scents Assure Repeat Sales

A Complete Line for Every Purpose

PURO 4 OZ. DEODORANT BLOCKS

Outstanding Seller For

Every Public Use

Most popular size and shape, for urinals and general use. Made to U. S. Navy specification MIL-D-2178. Attractive cellophane wrap and special tube containers protect from evaporation. Available in pleasant Surf, Lilac and Rose colors. Economical-long lasting.

PURO SANA-BOLE DEODORANT

Extra Profits From

This Exclusive Specialty Banishes odors at their source. Patented "Snap-on" wire hanger holds cake securely in bowl and practically out of sight. Delicate flowerlike fragrance. Ideal for home, hotel, and public toilets-a much larger market than urinal blocks. A sensational repeater, 4 oz. cake.

Heavy Duty Hanger Blocks

By popular demand, now available in 8, 12, 16 and 24 oz. cakes which are effective longer over a larger area. The three larger blocks come in convenient hanger containers. Cellophane wrap prevents evaporation before use. In clean-smelling Surf, Lilac and Rose.





Write for Samples And Jobber Prices

2801 LOCUST STREET

ST. LOUIS 3, MISSOURI

No matter how you look at it Nacconol is your best all-around money value in all-purpose detergent materials. Here's why

- Nacconol is the time-tried, balanced formulation with just the right combination of detergency, wetting, emulsifying, dispersing and foaming. More Nacconol has been used for more years for more purposes than any other mass-produced detergent!
- Nacconol comes in flake, powder, granular and the popular new Dense Bead form. Liquid formulations also. In all, eleven different forms.
- Nacconol is always available. You won't find a more dependable source of supply for your detergent materials.

Remember—high-quality chemicals aren't bargain-counter items. Value is what you get for what you pay—and Nacconol is still the best all-around money value in all-purpose detergent materials.

Phone our nearest office for prices and prompt delivery from nearby stores.

from any angle . . .

there's nothing like

"CCONOL"

AMERICA'S LEADING SYNTHETIC DETERGENT



NATIONAL ANILINE DIVISION

ALLIED CHEMICAL & DYE CORPORATION

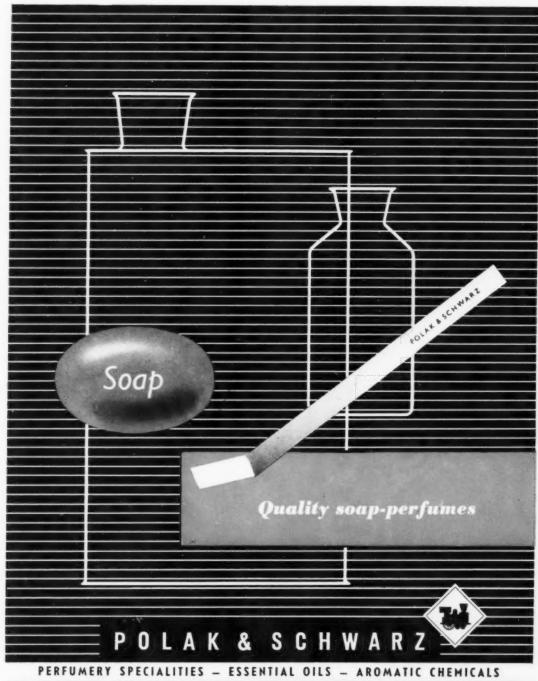
40 RECTOR STREET, NEW YORK 6, N.Y. . BOwling Green 9-2240

Berton 14, Mass., 150 Coursway St.
Pavidence 3, E.I., 15 Westminster St.
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Pertland 9, Ore., 230 West Bernide St.
Clicage 54, III., The Merchandria Mort
Cheriotte 1, M.C., 201-203 West First St.
Clicage 54, III., The Merchandria Mort
Cheriotte 1, M.C., 201-203 West First St.
Clicage 54, III., The Merchandria Mort
Cheriotte 1, M.C., 201-203 West First St.
Clicage 54, III., The Merchandria Mort
Cheriotte 1, M.C., 201-203 West First St.
Clicage 54, III.

Richmond 19, Vo., 8 North Fifth 51.

Calumbur, Gu., Columbur Interviote Bidg.
Greensbure, M.C., Jufferson Stondard Bidg.
Chettanospa 2, Tenn., Jones Building
Altiente, Go., 1216 Spring St., N. W.
Reu Orleans 12, Lo., Carendarist Building
Raymond 2228
Tareste 2, Canade, 137-143 Wellington St. W.
Empire 4-4475
W. Empire 4-4475





Polak & Schwarz Inc., 667 Washington Street, New York 14 (N.Y.)

40th Anniversary...

The CSMA 40th anniversary issue of SOAP & SANITARY CHEMICALS

will be brought out December 7, 1953 for the 40th annual meeting of the CHEMICAL SPECIALTIES MANUFACTURERS ASSOCIATION

at the Mayflower Hotel, Washington, D. C.

* * * * *

This special CSMA anniversary issue will be published as the regular December issue of SOAP & SANITARY CHEMICALS.

All persons registered at the 40th annual CSMA meeting will receive a copy of this anniversary issue at the meeting on Dec. 7 in addition to the regular circulation of that issue.

Please note that the deadline for advertising copy and plates is **November 10**. No extensions will be possible for that issue.

If you have plans for additional or special advertising in the anniversary issue, please let us know at the earliest possible moment. If you require additional information, we shall be glad to send it promptly.

Advertising Department
SOAP & SANITARY CHEMICALS
254 West 31st St. New York 1, N. Y.

GEPONS

Versatile Surfactants for Detergents

1GEPON T-433 GEPON IGEPON IGEPON GEPON T-73 AC-78 T-51 TK-42 IGEPON IGEPON IGEPON IGEPON T-33 TN-74 AP-78 T-77

IGEPONS are manufactured from a wide variety of fatty acids to permit formulators to select the physical form with foaming and detergent properties best suited to their requirements. IGEPONS are also easy on the hands and face and impart a softness to fabrics unequalled by other detergents due to their superior emollient action. IGEPON T-43 is a slurry representing the lowest cost anionic detergent of the Igepon surfactants derived from oleic acid.

ANTARA

If you have not investigated these pioneer surfactants your inquiries in regard to specific applications are invited.

ANTARA

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936

You can do it better with an IGEPON

Write today for our new brochure on the complete Igepon line

ANTARA CHEMICALS

DIVISION OF GENERAL DYESTUFF CORPORATION

435 HUDSON STREET, NEW YORK 14, N.Y.

SALES OFFICES: New York * Boston * Providence * Philadelphia * Charlotte, N. C. * Chicago * Portland, Ore. * San Francisco
IN CANADA: Chemical Developments of Canada Limited, Montreal



Because of its excellent lubricating and emulsifying properties, oleic acid was chosen as a base for this manufacturer's fiber lubricant. Unfortunately, when applied to yarns, the oxidation promoted by the large surface area induced gumming, accompanied by processing difficulties and uneven dyeing. But...the problem was solved when stable Emersol 221 White Elaine was substituted for an ordinary double-distilled oleic acid. Gumming difficulties ceased immediately.

Even where gumming is not of primary importance, their color stability and resistance to rancidity are extra benefits that make any product more usable, more salable, and more profitable. The outstanding stability of Emersol Elaines can mean much to you. Since they cost no more than ordinary grades, it will always pay you to use Emersol Elaines—available in all grades to suit your specific need. Next time, everytime, buy Emersol Gleic Acids!

GET EMERSOL 233 WHEN YOU NEED THE BEST!

Emersol 233 LL Elaine (low-linoleic) is the purest oleic acid evailable commercially. Its extremely light color, outstanding color stability, superior resistance to rancidity, and low content of poly-unsaturated acids will make your quality products even better. For the best in oleic acids, buy Emersol 233 LL Elaine!



Fatty Acids & Derivatives Plastelein Plasticizers Twitchell Oils, Emulsifiers

Cincinnati 2, Ohio

See us at Booth #718, 24th Exposition of Chemical Industries Commercial Museum, Philadelphia, Nov. 30 to Dec. 5, 1953.

Export: 5035 RCA Bldg., New York 20, New York
New York • Philadelphia • Lowell, Mass. • Chicago • San Francisco
Schibley & Ossmann, Inc., Cleveland • Ecclestone Chemical Co., Detroit

Warehouse stocks also in St. Louis, Buffalo, Baltimore and Los Angeles



Why use Two

when ONE will do?

NOW-ONE QUALITY DETERGENT MAKES TWO TYPES OF SHAMPOO!

NEW DU PONT "DUPONOL" EP is the first detergent on the market to formulate readily into both clear liquid and liquid-cream shampoos. Make one . . . make the other . . . make both . . . from the same fine cosmetic-grade detergent.

Use it in a clear liquid. "DUPONOL" EP gives you: a low cloud point . . .

body plus a high order of uniformity . . .

excellent foaming characteristics—even in hardest water...

a light color, stable to heat and light.

Use it in a liquid-cream. "DUPONOL" EP gives you: superior foaming characteristics . . . high uniformity . . .

a light, stable color . . .

easy adaptability into the popular "pearlescent" sheens.

"DUPONOL" EP is kind to hair and scalp. When properly formulated, it cleans hair thoroughly, yet its gentle action doesn't "dry out" the natural oils so essential to hair and scalp.

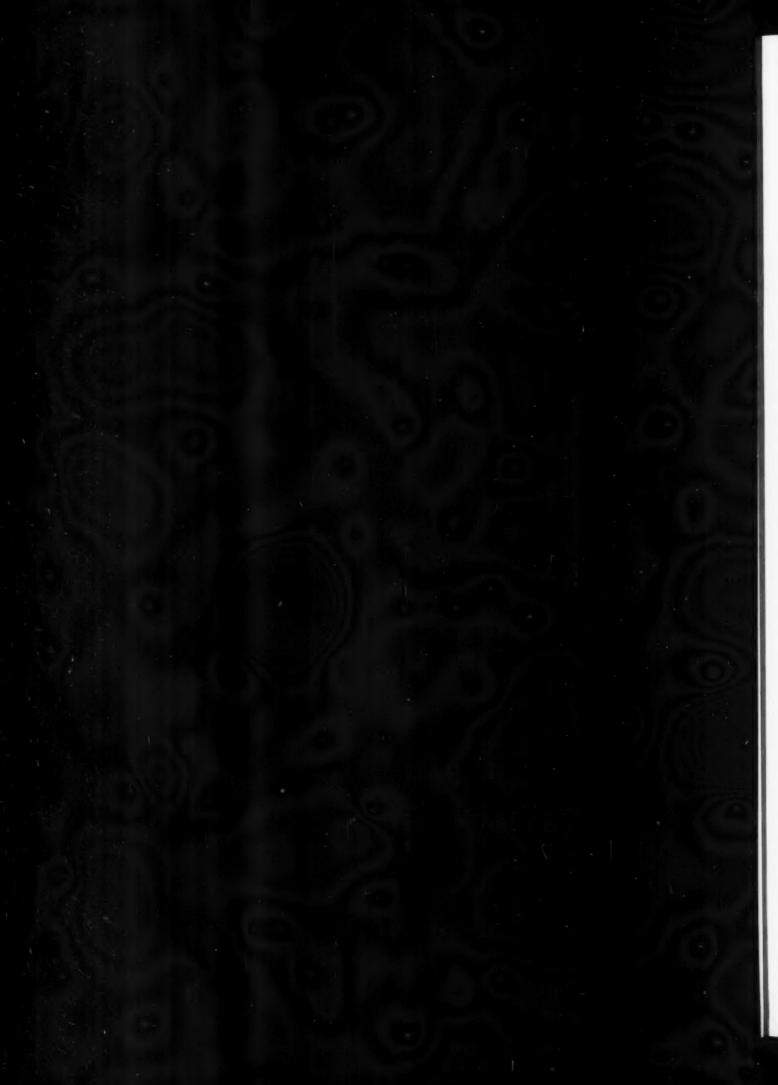
Free! For your use! Du Pont has developed dozens of shampoo formulas centering upon "DUPONOL" EP—and more are to come. Send TODAY for "'DUPONOL' EP SHAMPOO FORMULATIONS," a complete guide for your use of this new two-in-one product. E. I. du Pont de Nemous & Co. (Inc.), Dyes and Chemicals Division, Wilmington 98, Delaware.

DU PONT Duponol EP



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY





After Closing...

McElroy on Time Cover

Neil H. McElroy, president of Procter & Gamble Co., Cincinnati, is the cover subject for the Oct. 5, issue of *Time* magazine. The six-page article dealing with P&G and its president appears under the heading of "Selling," which bears the subtitle "The Cleanup Man."

N. E. Sanitation Show

An exhibit of sanitary supplies, sponsored by George T. Johnson Co., Medford, Mass., was held Sept. 22 and 23 in the exhibition hall of the John Hancock Life Insurance Co. building, Boston. Approximately 50 manufacturers of sanitary supplies had booths at the show, which was visited by between 450 and 500 buyers of these materials in the New England area. W. James Reider, president of the Johnson company, and regional vice-president of the National Sanitary Supply Assn., said that the results of the show were so successful that plans are now underway for a similar show to be held next year.

CSMA Issues Proceedings

Copies of the proceedings of the thirty-ninth midyear meeting of the Chemical Specialties Manufacturers Association, held in Chicago, May 1953, are now available, it was announced recently. Each member company receives one copy free. Additional copies may be had at \$7.50 each in the United States and Canada, \$8.00 in other countries.

The proceedings is contained in a 188-page book with plastic covers and may be ordered from the executive office of the association.

Frank U. Rapp Dies

Frank U. Rapp, 46, sales manager of agricultural chemicals for Hercules Powder Co., Wilmington, Del., died at his home of a heart attack, Sept. 29. He had been with Hercules since 1928, when he joined the firm as a chemist at the firm's experimental

station at Kenvil, N. J. Mr. Rapp was graduated in 1928 from Pennsylvania State College as a chemical engineer.



FRANK U. RAPP

In 1929, he was transferred to the naval stores department as a salesman, and had been with the department since. Later he was named head of the Charlotte, N. C. office, and in April, 1952, was appointed sales manager of agricultural chemicals.

Mr. Rapp is survived by his wife, Edna Reynolds Rapp, and a daughter, Jane Ann, who is a student at Pennsylvania State College. Also a brother and three sisters survive.

- + -

New Policy on "Free"

The Federal Trade Commission, Washington, D. C., recently announced it has reversed its previous policy on the use of the word "free" as a descriptive term applied to merchandise given without additional charge to the purchaser of other merchandise. In the past, the Commission has held that the word "free" may be applied only to unconditional gifts available without any charge whatever to all persons. It now holds that the word "free" may be applied to goods given without additional charge to the purchaser of merchandise or where certain services inuring to the benefit of the seller are performed by the recipient of such goods. The use of the word, however, is conditioned upon

the offer being fully descriptive and not in any sense misleading to the purchaser of prospective purchaser, the Commission said.

Dr. Richard Urban Dies

Dr. Richard Urban, associated with the research staff of the Rohm & Haas Co., Philadelphia, died September 24th in that city. He had been with Rohm & Haas since 1948 shortly after receiving his Ph.D. in chemistry from Columbia University. He was born in Brooklyn in 1923. Dr. Urban was the son of Stephen F. Urban, director of purchases for E. R. Squibb & Sons Div. of the Mathieson Chemical Corp.

Loft Atlas P.R. Head

Appointment of George Loft as public relations manager of Atlas Powder Co., Wilmington, Del., has recently been announced by Thomas Kennedy, director of industrial and public relations. Mr. Loft joined Atlas after serving as associate public relations secretary of the American Friends Service Committee. Previously, he was with Frozen Food Foundation and National Dairy Products Corp.

Begins "Hy-Phos" Output

"Hy-Phos" glassy phosphate will be in production sometimes this fall, it has just been announced by I. P. Thomas & Son Co., Camden, N. J., manufacturer of the sequestrant. In addition to sequestering, this new form of amorphous glass is claimed to have high dispersing and wetting power. It is also said to be one of the most chemically active of all the polyphosphates. Its pH is 7. Samples are available, and a 16-page technical bulletin will be available shortly.

Heads Mercantile Div.

Paul Roden is in charge of Mercantile Wax Division, Mercantile Metal & Ore Corp., New York, it was announced recently. Previous to his new appointment, Mr. Roden was for twelve years with Cornelius Products Co., New York, importers and refiners of vegetable waxes. Mercantile expects to expand its activities as importers of vegetable and beeswaxes.

NACA Elects Mayfield

The National Agricultural Chemicals Association, at its 20th annual meeting in Spring Lake, N. J.,



PAUL MAYFIELD

elected Paul Mayfield of Hercules Powder Co., Wilmington, Del., president of the association for a one-year term to succeed Arthur W. Mohr, president for the past two years. Mr. Mohr, president of California Spray-Chemical Corp., Richmond, Calif., is a member of the NAC board of directors. W. W. Allen, Dow Chemical Co., Midland, Mich., was elected vice-president and has served on the board of directors for the past several years. Lea S. Hitchner was re-elected executive secretary of NAC, a post he has held since 1940. Three new members of the board of directors were elected by the member companies for terms of five years. New members are: John H. Kennedy, in charge of agricultural chemical sales, Stauffer Chemical Co., New York; D. F. Murphy, vice-president, Rohm & Haas Co., Philadelphia; and G. C. Romig, president of American Chemical Paint Co., Ambler, Pa.

NPCA Meets Oct. 19-21

The twenty-first annual convention of the National Pest Control Association is being held October 19, 20, and 21, at the Nicollet Hotel, Minneapolis, Minn. The sanitation symposium, scheduled for Monday afternoon, will include the following papers among others: "Sanitarians and the PCO" by Walter Snyder, executive director, National Sanitation Foundation, Ann Arbor, Mich.; "Regulatory

Officials' Problems" by Maurice P. Kerr, chief, Minneapolis District, U. S. Food and Drug Administration. The papers will be followed by an open forum on the subject.

"Residuals and What to Do When They No Longer Are Effective" by A .W. Lindquist, in charge, Division of Insects Affecting Man and Animals, Bureau of Entomology and Plant Quarantine, U.S.D.A., Washington, D. C., is the paper leading off Tuesday morning's program. E. R. Kalmbach, biologist, Fish and Wildlife Service, U. S. Department of the Interior, Denver, Colo., will speak on "Bird Control-Pigeons, Starlings and Sparrows." A symposium on termites will follow these two speakers. The following papers concerning legislation will be presented Wednesday morning: "Adequate Enforcement" by J. Ira Courtney, registrar and executive secretary, Structural Pest Control Board, State of California, Los Angeles; Oklahoma Law by J. Earl Griffin, Aggie Chemical Co., Tulsa, or Harold Schnorrenberg, Dead Shot Chemical Co., Oklahoma City; Kansas Law by Robert R. Schendel, Schendel Pest Control, Topeka. The business meeting on Wednesday afternoon will include nominations and election of the president, vice-president and secretary of the association.

Witco West Coast Plant

Plans to begin operations in the newly purchased plant facilities in the Los Angeles area were announced recently by Witco Chemical Co., New York. This expansion, according to Witco, has been undertaken to supply the Pacific Coast area locally instead of shipping from distant plants.

Vulcan Builds Near Toronto

Acquisition of a five-acre plant site in the Rexdale area of Toronto was announced recently by Vulcan Containers, Ltd., Canadian subsidiary of Vulcan Tin Can Co. of Chicago. The first factory will start operations this autumn under the management of N. G. Bernecker, president. Vulcan manufactures seamless and seamed slip cover tin cans for soaps and other manufactured items.

Clark DCAT Chairman

Stanley I. Clark, vice-president of Sterling Drug, Inc., New York, was elected chairman of the Drug, Chemi-



STANLEY I. CLARK

cal and Allied Trades Section of the New York Board of Trade at its 63rd annual meeting at Pocono Manor Inn, Pocono Manor, Pa., Sept. 24-26. Other officers who will serve during the next fiscal year are: vice chairman, Claude A. Hanford, president, Pharmaco, Inc.; treasurer, Hugh S. Crosson, McKesson & Robbins, Inc. (reelected); secretary, Helen L. Booth (re-elected). James G. Flanagan, vice-president, S. B. Penick & Co., was reappointed counsel.

The retiring chairman, Lloyd I. Volckening, president of Ivers-Lee Co., was elected section representative to the board of directors of the New York Board of Trade.

The personnel of the new Executive Committee (exclusive of officers) elected at the business session Sept. 25, follows:

R. A. Clark, J. T. Baker Chemical Co.; Harold F. Cummings, Vitamerican Oil Corp.; Donald S. Cushman; Leonard Dalsemer, The Lord Baltimore Press; James Day, Dow Chemical Co.; Dudley Dunlop, Mallinckrodt Chemical Works; J. David Hayden, R. P. Scherer Corp.; William W. Huisking, Chas. L. Huisking & Co., Inc.; George S. McMillan, Bristol-Myers Co.; W. Boyd O'Connor, Ayerst, McKenna & Harrison, Ltd.; W. M. Russell, Monsanto Chemical Co.; Wm. J. Schieffelin, III, Schieffelin & Co.; F. M. Schwemmer, Ruthrauff & Ryan, Inc.; Fred G. Singer, E. I. duPont de Nemours & Co., Inc.; Sydney N. Stokes, Merck & Company, Inc.; Stephen F. Urban, E. R. Squibb & Sons.

C.S.M.A. Achievement Award Set for 40th Meeting, Dec. 7-8

A N achievement award, to be presented to the individual making the greatest contribution to the chemical specialties industry, will be presented at the 40th annual meeting of the Chemical Specialties Manufacturers Assn., it has just been announced by H. W. Hamilton, secretary. The first in what is believed will be a series of awards went last year to A. G. Grady of Sinclair Refining Co., Chicago, and to the late Dr. Charles A. Peet, formerly of Rohm & Haas Co., Philadelphia, for their work in the development of the Peet-Grady method of testing household insecticides.

Other highlights of the 40th annual C.S.M.A. meeting, which is to be held Dec. 7 and 8, at the Mayflower Hotel, Washington, D. C., include the honoring of three of the still living founders of what is now C.S.M.A. Honored will be M. M. Marcuse of West Disinfecting Co., Long Island City, N. Y., Carl Dolge of C. B. Dolge Co., Westport, Conn., and Fred Hoyt, who is now retired from Frederick Disinfectant Co.

Past presidents of C.S.M.A. will hold a special meeting and, with the three founders of the association, will be hosts for a cocktail party and reception Sunday evening, Dec. 6.

The U. S. Department of Agriculture is cooperating with C.S.M.A. in the celebration of its 40th anniversary by participating in a display of the history of the development of aerosol packaging, the relationship between the U.S.D.A. and C.S.M.A., including publications, methods of procedure and other work of the U.S.D.A.

The second Aerosol Festival, which also provides a large exhibit of aerosol packages and the selection of the outstanding aerosol packages in seven classifications and a best of the show award, is another of the meeting highlights.

The general outline of the meeting calls for four divisional meetings on Monday morning, Dec. 7. At the group luncheon on the first day the Aerosol Festival awards will be an-

nounced and the achievement award will be presented. Following the luncheon there will be two divisional meetings. The concluding event of the day is the company open house, which occupies most of the first evening.

A general discussion session will be held on Tuesday morning, Dec. 8. Following the group luncheon, joint meetings of the following C.S.M.A. divisions will be held: Aerosol and Insecticide divisions, Soap Detergent and Sanitary Chemicals and Floor Wax divisions, and Automotive and Disinfectants and Sanitizers Division.

The cocktail party and banquet with floor show on Tuesday evening, Dec. 8, are open this year, for the first time, to women guests.

ADA Hits Antizyme Claims

Claims of a new dentifrice, "Listerine Antizyme," widely advertised by its maker, Lambert Pharmacal Co., St. Louis, that the product has special anti-decay qualities, were attacked recently by the American Dental Association, Chicago.

"Actual or implied claims of antidecay qualities for the new Listerine dentifrice are premature," the Association's council stated. "Anti-decay claims are not justified for products until their effect in actually reducing human dental caries has been directly demonstrated by acceptable controlled studies of human population groups. The council has not been able to obtain any evidence that clinical data are available to substantiate such claims for the new Listerine dentifrice. The only available report is based upon laboratory findings. It is the further opinion of the council that it is contrary to the public interest to suggest that the use of any dentifrice may be substituted for well-recognized dental health procedures."

The anti-enzyme chemicals are based on research by Dr. Leonard Fosdick of Northwestern University's dental school. Meanwhile, Lambert is going ahead with its \$2,000,000 multicity advertising campaign. Under a picture of the Antizyme package is this statement: "Keeps teeth immune to tooth decay acids all day long with just one brushing." Lambert is the first of several companies shortly expected to market toothpastes containing anti-enzymes. Among other entrants will be Colgate-Palmolive-Peet Co.

Anti-Enzyme Claims Untrue

The International Association for Dental Research recently issued a statement in which it cited claims for the new so-called anti-enzyme tooth pastes as being untrue. The statement, signed by officers of the association, pointed out that an article appearing in the Journal of Dental Research, official publication of the I.A.D.R., has served as a springboard for distorted advertising claims. The officers said that neither they nor their publication has endorsed any dentrifrice as having special decay-preventive qualities.

"It is the hope of the officers of the association that a truly therapeutic dentifrice will become available, but as yet they have seen no public evidence that warrants claims of great reductions in occurrence of dental caries through routine use of any dentifrice," the statement said in part.

Koppers Adds Facilities

Acquisition of a two-acre site for its new research center at Verona, Pa., was announced recently by Koppers Co., Pittsburgh. The new facilities, primarily for its tar products division, will house 40 employees now located in rented offices in Pittsburgh.

Gair Names Nenstiel

Appointment of William H. Nenstiel as West Coast sales representative for all types of Gair folding cartons, with particular emphasis on specialties, was announced recently by J. C. Hendricks, general sales manager of the folding carton division at Robert Gair Co., New York. Mr. Nenstiel has established headquarters at 385 East Green St., Pasadena, Calif.

Rates Scouring Powders

Twelve out of 14 popular household cleaning powders will cause marked scratching on finely finished smooth surfaces of porcelain enamelware or painted and lacquered walls, according to a report issued recently in Consumers' Research Bulletin. In tests under a petrographic microscope, 12 powders were found to contain pulverized quartz as the major abasive ingredient. Also, the report states, all of the cleansers gave a strong alkaline reaction to the water in which they were stirred, except "Bon Ami" which was only mildly alkaline.

Recommended for cleaning vitreous enamelware and porcelain are "Bon Ami," made by Bon Ami Co., New York, and "Rik Rak," produced by Newport Soap Co., Oakland, Calif. The first product contains feldspar; the second contains dolomite and calcite with a small amount of quartz. The following are designated as intermediate, because they contain pulverized quartz as the major abrasive ingredient, and while suited for rough scouring operations, are not recommended for general scouring in the home involving smooth porcelain surfaces. They are: "Babbitt's," by B. T. Babbitt, Inc., New York; "Crystal White," by Colgate-Palmolive-Peet Co., Jersey City, N. J.; "Speedup," distributed by American Stores Co., Philadelphia; and "Ajax," by Colgate-Palmolive-Peet Co.

Introduces "Dust Off"

Ade-O-Matic Co., Chicago, introduced a new product, "Dust-Off," at the recent Chicago convention of the National Food Distributors Association, designed for use by retail store keepers to keep dust from settling on their counters and shelves. The product is also recommended for household dusting operations. Packed in a 7-oz, polyethylene squeeze bottle, the liquid compound is applied to a dust cloth with which surfaces are wiped off in the usual way. The compound, it is claimed, keeps static electricity from forming for long periods of time, thus repelling dust participles in the air, by cationic action. Dust-off leaves no greasy film, but imparts a bright, lasting luster, it is claimed.

The company also distributes "Cling-Free," a fabric rinse which is said to prevent static electricity from causing skirts, slips, etc., to "ride up" or cling to the body.

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Heads Science Councils

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A new warehouse at 4007 Crittenden Drive, Louisville, Ky., has been acquired by Merchants Chemical Co., New York, Lemuel Skidmore, president, announced recently. The new warehouse carries the firm's complete line of industrial chemicals, laundry and dry-cleaning supplies.

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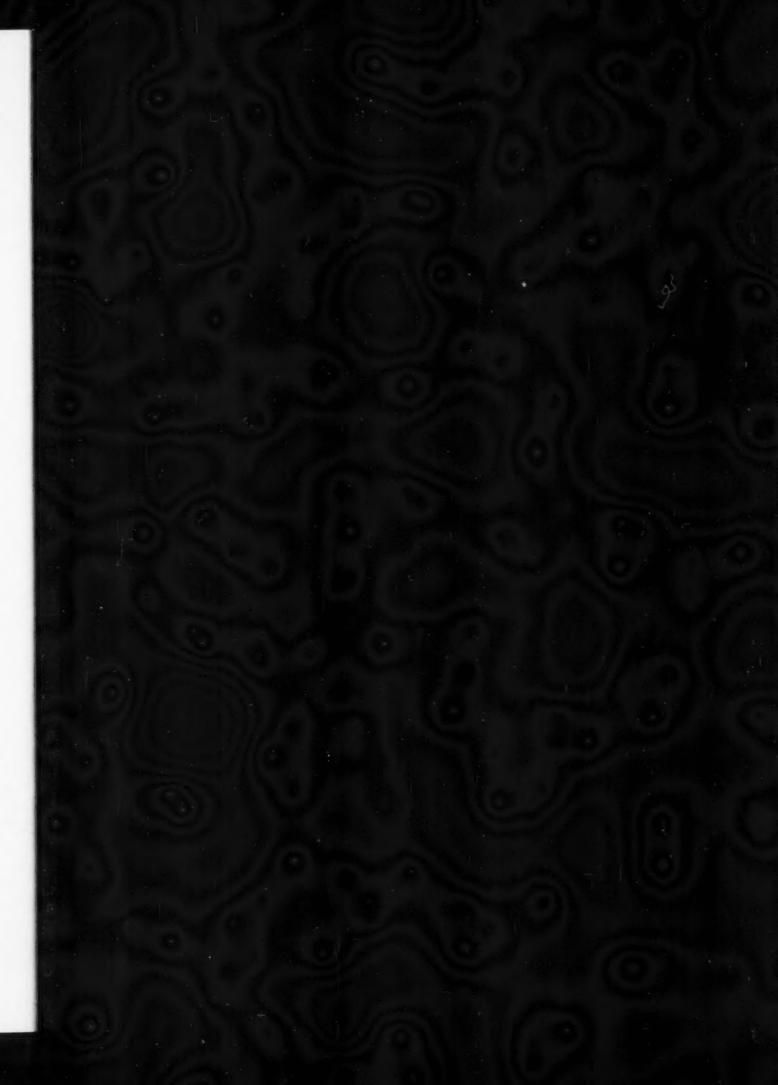
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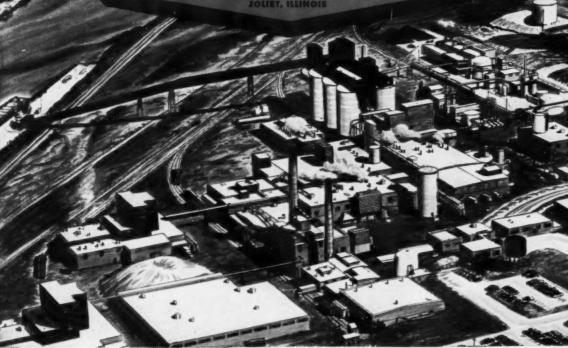
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- Trisodium Phosphate, Crystalline
- Chlorinated Trisodium Phosphate
- · Trisodium Fhosphate, Monohydrate
- Disodium Phosphate, Anhydrous
 Disodium Phosphate, Crystalline
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Peck's DEWAX is so much better than anything your customer has ever used you'll find him a ready repeater. No need to get down on hands and knees to wire

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ounces to a gallon of water for usual dewaxing jobs.

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Many distributors and many maintenance supervisors have found out that CHECK-SLIP takes better care of asphalt tile than any floor finish on the market. CHECK-SLIP gives plenty of anti-slip protection without being soft and tacky. CHECK-SLIP's tough, scuff-resistant finish is easy to apply and easy to maintain, and gives extra economy through long wear.

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CHECK-SLIP contains no wax!

The original water-base anti-slip floor finish for asphalt tile.

Excellent for rubber and vinyl tile.

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Perfect for compounding hand soaps or repackaging as is for immediate dispenser use, Powdered Dial is Armour's famous Hexachlorophene bath and toilet soap in powdered form. Remember, Hexachlorophene is the first germicidal agent ever found that keeps its antiseptic power in soap. It's one of the big selling points that makes products compounded with powdered Dial so popular with industrial users and institutions.

Arconomy Powder

Made from the same fine soap base as Dial, Arconomy offers you all of Dial's advantages without Hexachlorophene. Arconomy is made with 20% coconut oil, instead of the usual 5 to 15%, assuring fast and copious suds. 92% soap—or better—Arconomy is perfect for compounding your own powdered hand soaps, or repackaging for dispenser use without change.

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A versatile all-purpose anionic detergent with high suds stability, DO-ALL is a synthetic with builders already added. It can be used as is for hand dishwashing, maintenance, rug cleaning and other applications. You can also use it as a base for compounding other, more specialized products. A fluffy, pure white, spray-dried sudsing product, DO-ALL has high profit possibilities for the converter.

Formula #99 Liquid Antiseptic Soap

For liquid soap dispensers in factories, hospitals, etc., Formula #99 Liquid Antiseptic Soap provides Hexachlorophene protection. It has great profit potential because of industry's acceptance of this protection. Regular daily use of Formula #99 can help cut absenteeism by keeping the skin clear of bacteria that can aggravate any small cut or abrasion into a case of dermatitis. Formula #99 Antiseptic Soap is available in either 20% or Concentrate form, both containing 5% Hexachlorophene based on soap content.

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Ninol Laboratories has developed a group of synthetic detergents especially designed for manufacturers of the increasingly popular liquid cleaning compounds.

Unlike most of the synthetics on the market, these products form viscous, non-rusting detergent solutions when dissolved in water, and thus eliminate the need for incorporating gums and corrosion inhibitors, as is so often necessary when using ordinary synthetics.

Thanks to these unique properties, it is now amazingly simple to manufacture heavy bodied liquid cleaners which can be shipped in plain steel drums without rusting.

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A specially refined nonionic detergent which thickens alkyl aryl sulfonate solutions, and also stabilizes their foam against the collapsing action of grease.

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NINOL

A heavy duty nonionic for liquid floor cleaners based on synthetic detergents.

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A high foaming anionic, containing a foam-stabilizing amide, for liquid dishwashing detergents.

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- ☐ NINEX 21
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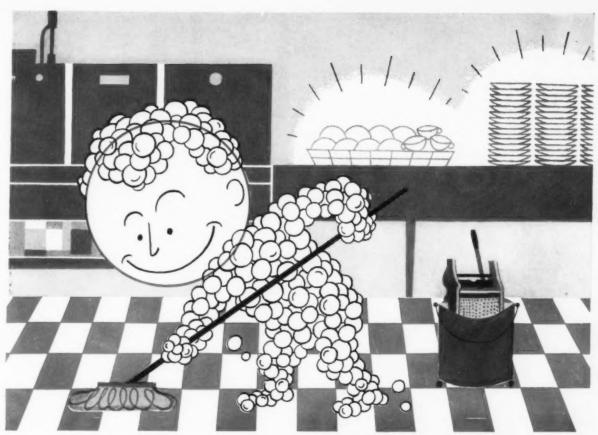
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Listed by Underwriters' Laboratories, Inc. as anti-slip floor treatment material.

Colordyne now added to ALKATROL, ALKATROL with CHLOROPHYLL, and ALKATROL-3 DISINFECTANT Conditioner-Cleaner

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28

SOAP and SANITARY CHEMICALS

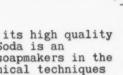
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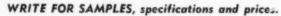
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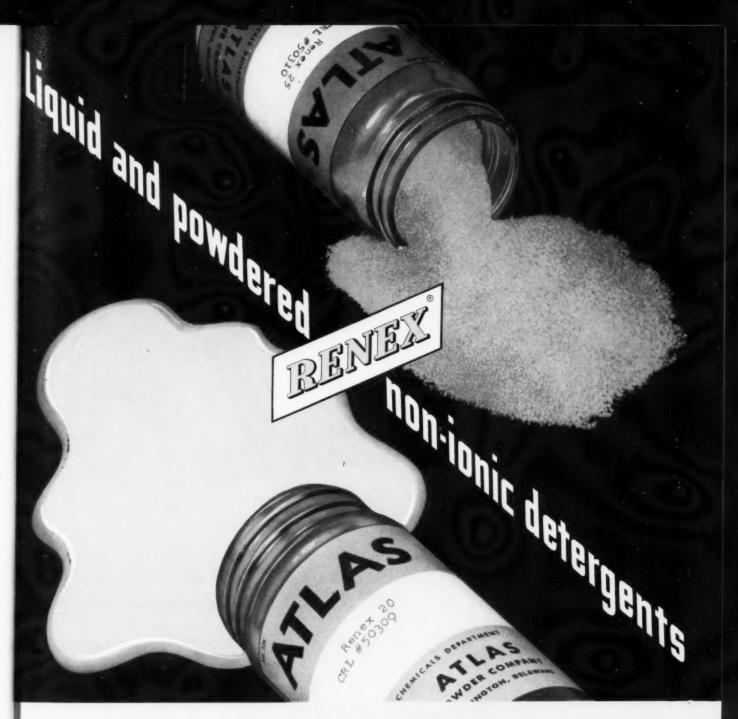
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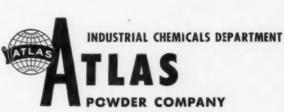
RENEX 25—a light yellow, salt-free organic powder with low sudsing action; based on polyoxyethylene ester of mixed fatty and resin acids.

RENEX 30—a milky white liquid with high foaming action and wetting power; excellent acid and alkali stability; a polyoxyethylene ether alcohol.

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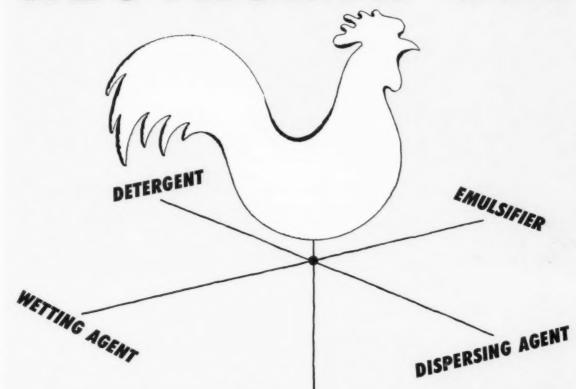
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Ask your wax supplier about waxes made with "Ludox." Or, if you are a manufacturer, you'll be surprised how economical it is to use "Ludox." Write Du Pont, 4147 Du Pont Building, Wilmington 98, Delaware.

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SOAPS AND DETERGENTS

by E. G. Thomssen and John W. McCutcheon



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The new Stepan line of fatty alcohol sulfates can offer important advantages for use in a wide range of detergent formulations.

In heavy-duty detergent, bar detergent, liquid detergent, and shampoo formulations these fatty alcohol sulfates offer superior washing qualities, emolliency, and the elimination of scum and bowl rings for hard water areas. They can provide excellent detergency without excessive soaking and foam for on-the-job rug cleaners and for use in textile scouring compounds. Their superior emulsifying properties make them ideal, too, for use in skin creams or other products that are rubbed into the skin.



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	% Sedium Alkyl Sulfate	% Unsuifated Alcohols	% Sodium Sulfate	% Sodium Chloride	% Meisture	pli	
STEPANOL M 1, M 2	28.0-30.0	1.5-3.5	1.0-2.5	0.5-1.5	62.5-69.0	7.0-8.5	

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Stepan fatty alcohol sulfates are available for use as an important component in your present formulation or in a combination from the extensive Stepan line of fatty alcohols and synthetic detergents as a completed formulation tailored to your particular requirements.

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... in brief

as the editor sees it . . .

soape Prices . . . Things weren't bad enough for the soaper when all he had to worry about was price cutting by his competition and increasing inroads into the market for his products by synthetic detergents. Now, as the result of a six cent drop in the price of refined glycerine, brought about by a war between the natural and synthetic product and supply catching up with demand, soap salesmen must explain why it has been necessary to raise the price of soap.

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That soap prices must go up in the face of what has happened is inevitable. In addition, a threatened strike in the meat packing industry has stimulated buying interest in tallow, grease and lard, with the result that prices of these commodities are growing firmer. All of this can provide the salesman with explanations as to why soap prices had to advance. With overhead costs as high as they are, why soap prices have not been increased before this has been something of a mystery. Possibly the glyercine cut has been just what soapers need to force them to sell their products at more realistic prices.

JOBBING FUTURE . . . Is this a good time to go into the sanitary supply business? Hardly a week passes in which we are not asked this question. Our answer uniformly, but not without qualification, has been yes. Here is what we base it on. In spite of high taxes, war, "police actions," increased costs of everything, the sanitary supply industry in the past ten years has made great progress. The stories of success and profitable growth of individual jobbers and distributors have been recorded almost monthly in our pages.

One word of caution: It is necessary to know

the merchandise you are selling and the innumerable problems of the user. All of those who have made an outstanding success of selling sanitary supplies in recent years are experts in their line. But, ye journeymen plumbers, quick-buck artists, and just plain "gents with money to invest" who may view this field with covetous eyes, be warned. It is not for you.

FREE . . . Use of the word, "free," when applied to merchandise given without additional charge to a purchaser or for some other service or act requested by a seller, now has the blessing of the Federal Trade Commission. In announcing a reversal of previous policy, FTC pointed out that "free" must be used honestly and not as a device to deceive the public and in a manner which will ". . . leave no reasonable probability that the terms of the advertisement or offer might be misunderstood." This reverses the FTC interpretation of January 30, 1948.

Maybe a changed make-up of the FTC may have been a factor in this latest ruling. The vote was three-to-two, two commissioners dissenting from changing the 1948 interpretation. Nevertheless, the new ruling is obviously just plain common sense. In our opinion, few persons ever were misled by the common use of the term, "free," in conjunction with an offer of merchandise or the like. The 1948 ruling brought forth some cases which became involved in much ridiculous hair splitting. That the public interest was seriously jeopardized was somewhat ludicrous.

Now, we look for the "free" goods merchandisers really to go to town. In addition to giving away their products in "free" deals, here is a chance to go to work on their factories, equipment, and what not. The lid's off, boys! Let's go!

REFRAIN . . . Here we go again! Once more, DDT is slowly undermining the nation's health. This much-discussed subject made the headlines yet again recently when a speaker before the American Academy of Nutrition stated that he had found traces of DDT in the fatty tissues of 23 persons out of 25 examined. The doctor stated that the fatty tissue examined showed the presence of DDT in a range from one to eleven parts per million. Inasmuch as those persons examined were all residents of New York City, he laid the presence of the chlorinated hydrocarbon to contaminated food. So what's going to happen to the population ten or fifteen years hence?

Well down in the body of the newspaper story, the fact was brought out that this physician had conferred with Dr. Weyland J. Hayes, Chief Toxicologist of the U. S. Public Health Service in Washington, and Dr. Hayes disagreed with his conclusions. In fact, Dr. Hayes told him that the danger of chronic toxicity from DDT is negligible. But, in spite of this opinion from an outstanding USPHS expert, the headline in the newspapers still read, "MD Fears DDT Is Poisoning Nation."

ADVERTISING... The problem of influencing the consumer through advertising becomes more difficult as time goes on. This was a recent conclusion by Pierre Martineau of the Chicago Tribune after a five-year market study in that city. The fact that the top sellers in cigarettes, foods, soaps, et al, are the most widely advertised products is not the whole answer to the many questions involved in modern advertising of consumer goods. He points to the numerous extravagant premiums offered which in themselves seem to be an admission of a lack of faith by merchandisers in the persuasiveness of their own consumer advertising.

Obviously, advertising claims have lost caste over the years. So much ridiculous drivel has been foisted on the American public via consumer advertising that nobody except a moron could long continue to accept claims at face value. Experience has proved to the consumer that so many advertising claims are grossly exaggerated that he must in self defense take all claims with a grain of salt. The single greatest indictment of modern consumer advertising is that off-hand remark, so often heard, of the housewife: "Oh, that's just advertising!" In effect, she means that it's just so much baloney.

So, is it strange that the consumer is becoming more difficult to influence via advertising? Mr. Martineau's conclusion merely points up what had to happen. If we sow weed seeds, we can't expect to pick roses from the resulting plants.

CONVENTIONS . . . By a unanimous vote of its board, the Toilet Goods Association hereafter will restrict attendance at its annual convention, usually held in May, to representatives of member companies only. Guests may be invited by members to attend the convention, but only such guests as are not eligible for membership. In other words, if you are eligible to join, then join up or stay away.

This reversal of an open-door policy by TGA off-hand may seem a bit rough on outsiders. But, in the light of the experience of this association and others, it is justified. There are a host of perennial "outsiders," who cut in at meetings for the price of a luncheon ticket, while the members pay the real freight for association expenses.

Some trade groups already have this membersonly rule. Others are going to be compelled to follow. This convention attendance thing has been getting out of hand for a long time. Duespaying members have been pushed around by a mob of casual visitors looking to contact prospective customers all in one place.

And if convention attendance has been getting out of hand, the ever growing list of conventions and meetings these days really is going hog wild. If it doesn't stop growing soon, most of us will be spending six days per week at alleged meetings and Sunday afternoon doing a little necessary work.

as the reader sees it . . .

Vinyl Without Waxing

Gentlemen:

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We have read with a great deal of interest your pamphlet on the subject of waxing vinyl floors mailed to us on July 14th by Soap and Sanitary Chemicals.

We would like to go on record that during 1950 and 1951, we handled Robbins Lifetime Vinyl and since then, Goodyear Vinyl flooring and have handled Dodge Vinyl-Cork ever since June 1, 1950. We have made a great many installations of these products and we have found that they have stood up remarkably well without any waxing whatsoever, which also includes material installed on our showroom floors. We cannot go into a lot of technical arguments, either pro or con on this subject but we do know from our experience that the products mentioned above do not seem to require waxing as a method of maintenance. Whether waxing in the long run would add to the life of the material, we are not prepared to say, but we are convinced that a good vinyl flooring, manufactured by a reliable company, will give many, many

years of service without regard to any applied finish such as wax.

We might say that judging from the origin of this report, it smacks to us a little of special pleading, and the summary on the last page seems to us a little pat in the light of our own experience. However, we do not know all the answers and could be wrong.

Frank S. Humphreys, Humphreys El Paso, Tex.

Conductive Floor Cleaning

Geentlemen:

Here is a problem that perhaps some of the soap firms can answer.

We have been doing research work with electro-static coatings and conductive floors, where highly inflammable gases, liquids, and solids are exposed. These conductive coatings and floors are used to carry off or "ground" the static "sparks" that accumulate on them.

While a number of firms use these conductive floors, the biggest problem appears to be in hospital surgical rooms, where the floors are constantly cleaned with soap, cleaners or detergents.

It appears that when the floors are installed, the specific resistance in ohms is less than 25,000 per sq. inch. However, in a matter of 1 to 3 years the resistance increases to over 1,000,000 ohms, and the conductive floor begins to be non-conductive again. Upon closer examination, it appears that non-ionic soaps are used, and that tiny deposits become embedded into the pores of the floor, and thereby hinder the ionic or conductivity of the floors.

While grinding or sanding can renew the floor to its original state, there must be an easier way to clean the floors effectively, without depositing non-ionic residues.

The usual method of hospital surgical cleaning is to damp mop or lightly suds the floor between each operation, to remove the blood and any pus accumulated. Each day, the room is given a thorough cleaning and scrubbing, and once a week the entire room and its contents are scrubbed. It is in one or all of these cleaning operations that the build-up of residue accumulates.

Any assistance your readers can offer us and the hospitals will be appreciated.

Adolf Heindenschickle Parlee Co. Indianapolis

For Wax: Praise

Gentlemen:

Thanks for the editorial on wax claims on page 40 of the August issue of Soap and Sanitary Chemicals.

It is high time that the wax industry begins to let the record speak for itself.

There is no segment of the chemical specialties industry that requires the know-how or the years or research and development of floor wax manufacturing. Spiraling costs of raw materials, overhead, shipping and containers have largely been absorbed by most floor wax manufacturers. In terms of comparative value based on cost, we believe that the distributor, dealer and consumer are getting more

(Turn to Page 189)



Detergents for Radiological

The atomic age has moved even into the field of detergency. Among pertinent questions today with respect to radioactive materials are the relative effectiveness of washing and decontaminating methods and materials in (1) the hundreds of laboratories in the United States termed "hot"-i.e., facilities where radioactive materials are handled or used either occasionally or continuously; (2) areas where experimental detonations of atomic weapons take place; and (3) heavily populated areas where widespread contamination would occur in event of hostile use of atomic weapons.

What should be used to free the floors, walls, furniture, clothing, skin and other surfaces in the laboratories, factories and homes of radioactive contamination? Routine cleaning may ordinarily keep the radioactivity level down, but which readily available materials make such cleaning most easy and effective?

In experimental detonation of atomic weapons, fission product contamination results. Aside from objects near the burst, when an atomic weapon is exploded above ground, radioactive particles suspended in the atmosphere are taken up by dust and smoke in the air. Some of these radioactive particles settle on the surfaces of objects at greater or lesser distances from the burst. After a test explosion last March, a house 7500 feet away was highly radioaactive. After an explosion in April, a passenger bus and four automobiles out of 40 vehicles checked at area roadblocks were found to be "hot."

Following an explosion in May, of about 200 motor vehicles checked at roadblocks, nearly 100 were found to have been contaminated sufficiently to merit immediate washing. People living within 100 miles of the site of the blast were advised to stay within doors for three hours; the alternative

was to decontaminate their clothing.

In our cities, in the event of aerial atomic explosion, large-scale decontamination of streets, buildings, clothing and exposed portions of the skin of residents in the explosion "fringe area" would be required. An underground atomic explosion would make the earth for some distance radioactive, and hence a source of contamination in the general vicinity.

Earlier studies of removal of radioactive soil from the skin have been made with soils containing copper —64 as copper suboxide¹ and metallic thorium —x.² Liquid soap,³ "Ivory" soap⁴ and synthetic detergents⁵ have been recommended.

For removing radioactive contaminants from an inert surface, a nonionic surfactant and two anionic surfactants are reported as about as efficient as corrosive inorganic agents such as 27 per cent nitric acid.6 Two of these were not widely available, and the third is a discontinued item. In any case such sequestrants as "Calgon" (a glassy sodium metaphosphate, commonly called sodium hexametaphosphate) and ethylene diamine tetraacetate proved more effective in removing radioactive contaminants from glass than 27 per cent nitric acid. Ammonium citrate is effective on unpolished stainless steel and lead.7 Either a synthetic detergent8 or a combination with ethylene diamine tetra-acetate serves as an efficient decontaminant of metals9.

In sum, both soaps and syndets have been recommended for decontamination, and sequestrants have been reported to be effective. The study dealt with in this report was undertaken by the Radiochemistry Department of Foster D. Snell, Inc., to determine the relative effectiveness of readily available detergents as decontaminants, and to what extent they could be improved for this use by combination with a readily available sequestrant, "Calgon."

Various surfaces were used, since the surface itself is known to play an important role in detergency.¹⁰

Artificial Soil

THE artificial soil used is based on the analysis of dirt found in the atmosphere over six industrial cities in the United States.11 The inert portion consisted of 35 percent humus, five percent sodium chloride, 1.5 percent carbon black, and 13.5 percent of various organic components. The radiological contaminant consisted of a fission-products solution with unreacted uranium removed, supplied by the Oak Ridge National Laboratory. This contained many unidentified radioactive salts in minute concentrations. No alpha emitters were included. A small portion of this was so diluted that when added to 10 ml of 0.2 percent soil suspension, a 0.05-ml drop of the latter gave 20,000 counts per

In general, the activity of rare earths and yttrium is a major factor in the radiation from the products of an atomic burst. It is fortunate that those products are also largely reactive with sequestrants originally developed for calcium and magnesium.

The detector was a Geiger-Muller tube, the counting device a decade scaler. Each sample surface to

¹C. P. McCord and R. L. Robertson, Ind.
Mcd. and Surg. 19, 554-7 (1950).

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Decontamination

By Foster Dee Snell, Gonzalo Segura, Jr., Shepherd Stigman, and Cornelia T. Snell

Foster D. Snell, Inc.

be read was placed in exactly the same position with respect to the tube. The readings were accurate to about one percent.

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POR study of decontamination of glass, tin, plaster, and other hard surfaces, a drop of activated soil suspension was placed in the center of a small square piece of material about 1.5 cm on each edge. The soiled area was dried under an infrared lamp, and the activity determined. A short length of glass rod was cemented to the center of the clean side of the soiled sample. The rod carrying the sample was inserted in the shaft of an electric stirrer. The sample was then immersed in about 20 ml of the detergent solution under study, and stirred for 10 minutes at about 1000 rpm. It was next rinsed in water, dried under an infrared lamp, and the residual activity determined as before.

With cotton fabric, a soiled sample square was agitated in 20 ml of detergent solution by means of a mechanical shaker having a frequency of five cycles per second and an amplitude of 3.8 cm. After 10 minutes, two shake rinses, each with 20 ml of water,

were given, the first for two minutes and the second for one minute. Soiling and counting were the same as in the case of the hard surfaces.

To study the cleaning of skin contaminated with radioactive soil, rabbits from whom an area of fur was clipped were used. A drop of the same contaminant as before was placed on the back and rubbed in thoroughly with a glass rod to insure wetting and penetration of the skin, The contaminant was allowed to dry in air and the activity determined.

Washing was accomplished by rubbing the contaminated area for one minute with cotton swabs soaked in detergent solution. The area was rinsed and dried with absorbent paper. After allowing the residual moisture to evaporate, the remaining activity was determined as before. This general procedure proved convenient, rapid, and reproducible.

Detergent, Sequestrant Effect

IN Table 1 are given results with different types of detergents, both alone and built with two parts of sequestering agent. The figures are averages of several determinations, usually six. The purpose in use of branded products was to correlate effectiveness with products available to the general public.

It is appreciated, of course, that the composition of products sold under a brand name changes from time to time, ordinarily in the direction of more effective performance. The supplies used were purchased on the open market. For convenience the detergents are arranged by general classes: light-duty soaps are pure soaps. Lightduty synthetic detergents are built mainly with sodium sulfate. Heavyduty soaps are built with tetrasodium pyrophosphate, sodium carbonate, sodium silicate, and other alkaline salts. Heavy-duty synthetic detergents are built with a number of compounds including sodium tripolyphosphate, tetrasodium pyrophosphate, sodium silicate, and carboxy methyl cellulose. All contain fluorescers. Light-duty soaps and synthetic detergents are suitable for dishwashing and laundering fine fabrics, heavy-duty soaps and synthetic detergents for general cleaning and the household laundry. Heavyduty products can replace light-duty products but not vice versa.

Among the light-duty soaps, "Ivory" gave the best results when used alone. Except for "Vel," the light-duty products did not prove as effective when used alone as did the heavy-duty products. Among the latter, heavy-duty synthetic detergents appeared superior to heavy-duty soaps.

Outstandingly successful in these tests was the ability of the sequestrant "Calgon" to improve the effectiveness of detergents of any class or type. In a total concentration of one percent, two parts of the seques-

Table 1. Per Cent Removal of Radioactive Contaminants from Frosted Glass by 1% Solutions

Detergent Brand	Nature of Detergent	Detergent Alone	1:2 Detergent + Calgon
Chiffen	light-duty soap	43.4	96.1
Lux	light-duty scap	61.0	97.8
Ivory	light-duty soap	81.0	98.8
Ivory in hard water	light-duty soap	69.0	94.0
Swerl	light-duty syndet	59.1	96.5
Vel	light-duty syndet	90.5	96.2
Breeze	light-duty syndet	80.7	97.1
Duz	heavy-duty scap	85.5	96.9
Rinso	heavy-duty-soap	84.4	96.4
Oxydel	heavy-duty soap	89.4	98.8
Fab	heavy-duty syndet	93.6	96.0
Surf	heavy-duty syndet	93.6	97.4
Tide	heavy-duty syndet	95.5	96.3

Table 2. Per Cent Removal of Radioactive Contaminants from Cotton Fabrics

light-duty syndet

light-duty syndet

heavy-duty soap

heavy-duty soap

heavy-duty soap

heavy-duty syndet

heavy-duty syndet

heavy-duty syndet

 by 1% Solutions

 Nature of Detergent Detergent Detergent Detergent Alone
 1:2 Detergent + Calgon
 State of Calgon
 <t

70.1

66.0

72.8

69.5

87.0

			m Various S	
	by	1%	Solutions	
Surface	Water	Alone	Ivory Soap	1:2 Ivory Soap

Surface	Water Alone	Ivory Soap	1:2 Ivory Soap + Calgon
Frosted glass	46.7	81.0	98.8
Cotton fabric	63.9	65.9	94.8
Tin	69.8	88.2	92.5
Unpainted wood	40.9	71.6	88.0
Painted wood	48.2	46.2	84.3
Cement	14.0	10.8	50.4
Plexiglas	43.3	97.4	96.2
Rabbit skin		93.0	95.8
Plaster	0.18	16.2	68.2

trant with one part of a detergent performed far more successfully than did the detergents when used alone. The "Calgon" used was the household product, which is adjusted to produce a pH about 8.4.

Detergent

Brand

Ivory

Swerl

Breeze

Rinso Silver Dust

Fab

Surf

Tide

When "Ivory" soap was used in water of 21 grains or 360 ppm hardness, cleaning with the soap solution alone was less than with distilled water, as would be expected. Addition of sequestrant gave about the same effectiveness in hard water as in distilled. Thus addition of an effective sequestrant overcomes the adverse effect of water hardness and makes it possible to use any one of many soaps or synthetic detergents—either light or heavy duty—for cleaning a surface such as frosted glass.

Results with cotton fabric, Table 2, showed that addition of two parts of "Calgon" to one part of detergent greatly increased the detergency over that obtained by the detergent alone. This increase was greatest with a light-duty soap and the light-duty syndets, intermediate with heavy-duty soaps and least but still significant with heavy-duty synthetic detergents. The improvement in radiological decontamination thus obtained by the combination of the sequestrant "Calgon" and any common soap or detergent product, both being readily available either in the home or at a near-by retail store, might well represent the difference between a safe and an unsafe cleaning job.

In Table 3, results are shown with use of "Ivory" soap alone and combined with "Calgon," on various surfaces, in comparison with plain water washing. The results with water alone show that the mechanical part of the cleaning process—comparable to agitation in a washing machine—plays a significant role. The figures for rabbit skin are not averages, but for one experiment only.

980

97.4

97.1

96.7

With plaster, water alone removed more of the radioactive soil than it did from other surfaces. It was also far more effective than "Ivory" soap, or "Ivory" plus the sequestrant. Apparently the soap was decomposed and sorbed by this surface, so that the soap actually decreased the cleaning power of water. This illustrates the important role played by the surface itself.

Soap alone was effective in cleaning "Plexiglas" and rabbit skin, but very poor with some surfaces. Cement was extremely difficult to decontaminate with any of the combinations used, as well as with water alone. The rough surface held the original soil tenaciously. Addition of a sequestrant to soap did not give effective removal from unpainted or painted wood, although it did make improvement over soap alone.

Summary

SOAPS and syndets vary in their efficiency in removing radioactive soil from a particular surface. With both soaps and syndets, the effectiveness is significantly increased by combination with two parts of "Calgon" as sequestrant. Ease of removal varies greatly with the nature of the surface. In the event of an atomic attack, large-scale radiological decontamination would be greatly facilitated by

the ready availability of common detergents and of "Calgon" in the homes and at near-by retail stores.

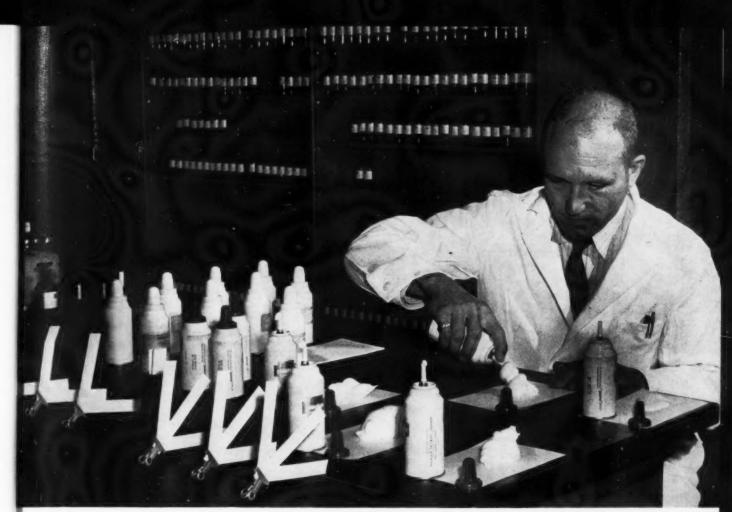
Acknowledgments

Prepared from papers presented at the XXVI^{eme} Congrés International de Chemie Industrielle, Paris; the Annual Meeting of the Society of Chemical Industry, Nottingham, England; and the XIIIth International Congress of Pure and Applied Chemistry, Stockholm, Sweden, in the summer of 1953. The fission products used in these investigations were supplied by Oak Ridge National Laboratory on authorization from the Isotopes Division, U. S. Atomic Energy Commission. The work was supported by a grant from Calgon, Inc.

New Monsanto Sales Office

Establishment of a district sales office at Boston, with Donald Dunwody as manager, was announced recently by Tom K. Smith, Jr., general manager of sales for the phosphate division of Monsanto Chemical Co., St. Louis. The new district with offices at Monsanto's Everett (Mass.) plant comprises all of New England except that part of Connecticut lying west of the Connecticut River.

At the same time it was announced that Sam F. Teague, Jr., succeeds Mr. Dunwody as manager of the New York district, while G. C. Davis replaces Mr. Teague as manager of the Birmingham district. George E. Chase, sales correspondent at the New York office also transferred to the Birmingham district as resident salesman in Atlanta.



The author checks various types of perfumes for aerosol shave creams.

PERFUMING AEROSOLS

ERHAPS no single development in current industrial trend is more indicative of the basic truth of the old adage about "a better mousetrap," than the tremendous growth of the aerosol industry. Whether it is the convenience of the package, the novelty of spraying something that had previously been squeezed or poured, or just the general consumer interest in something new, the aerosols have undeniably "caught on" with a rapidity that is somewhat startling even in the fast moving world of our present. This spectacular growth . . . 1952 aerosol production totaled nearly 100 million units . . . is daily reflected in the steady appearance of new aerosol products, and the increasing changeover of currently popular household chemical specialties to an aerosol package.

The aerosol industry owes its initial design and development to

By Herbert Kainik, Dodge & Olcott, Inc.

research carried out during World War II in the production of aerosol insecticide bombs for the Army and Navy. The fully developed aerosol insecticide bomb made it possible for our armed forces to live and campaign in the malaria-infested areas of both the Pacific and European war theaters. In this initial development, Dodge & Olcott, Inc., played a primary role, first by developing a non-irrating pyrethrum extract, and later by producing two new non-toxic, extremely effective insecticides, chemically named piperonyl butoxide and piperonyl cyclonene. These products are now manufactured by U. S. Industrial Chemicals, Inc., New York. For more than a year, D&O supplied the entire

military requirements for the insecticide materials used in the aerosol insecticide bombs.

Today the aerosol development is rapidly extending into segments of industry undreamed of even five or six years ago. While aerosol insecticides still head the list, they are closely followed by shaving creams, air deodorants, hair dressings, Christmas tree crystal sprays, cold relievers, cosmetics, hosiery savers, lotions, perfumes and colognes, sun tan oils and numerous others. One of the newest developments has been the preparation of aerosol lacquers or paints, as distinct from the conventional brush or spray lacquers. Another is a new aerosol shoe polish spray, made by U. S. Plastics. The successful development of an aerosol dispensed waterless hand cleaner was announced recently by a specialties firm. In the area of personal products, the growth of aerosols has

been unusually rapid during the past year. One of the largest and most rapid growth rates has been scored by aerosol shaving creams of which 16,-682,378 units were produced in 1952. D&O was instrumental in the initial development of the first aerosol shaving cream.

Perfuming Problems

THE problems involved in perfuming the varied aerosol products are specific to this particular medium, and must be solved individually in the product development laboratories of the perfume chemist. Not only must the perfume used be compatible with all other ingredients . . . a standard problem in all perfuming work . . . but, in addition, the solubility of the oils may present difficulties due to the type of propellent used.

Another extremely vexing and variable situation results from the tendency of certain necessary perfume oils to cause corrosion or clogging. In each instance the perfume compound must be tested individually in the finished aerosol formulation. Then, should such corrosion occur, the formula must be broken down in order to determine which element is responsible.

As is the case with nearly all perfume work, in addition to the solution of special problems which arise because of the particular nature of a system, such as the aerosols, sometimes it is necessary to mask individually the the unpleasant odor of one or more of a product's component parts. Basically aerosols present three problems which involve: masking, perfuming and compatibility with the specific properties of the aerosol package. The over-all importance of this latter point is well illustrated in a portion of the recently issued "Manual for Vendors and Fillers of Aerosols and Pressurized Packages," published by the Aerosol Division of the Chemical Specialties Manufacturers Assn., New York. Under Part II of the section entitled "Premarketing Product Check," considerable emphasis is given to the problem of container and valve components vs. formulation. The three primary questions posed here for the manufac-



Typical scene in a perfumer's laboratory: nose-testing of various compounds to determine the most suitable one for aerosol products.

turer's consideration are: (1) Does product affect container? (2) Does product affect valve mechanism?, and (3) Performance of valve with formulated product.

Extensive Testing a Must

UE to the special problems described above, the development of perfume bases for the various aerosol products requires extensive testing, not only in the product per se, but of equal importance, in the propellent and in the finished container. For our own aerosol perfume work, this testing has been carried out by the technical service laboratory of General Chemical Co., aerosol research division. Using the propellent gas "Genetron," manufactured by General Chemical Co., the perfume bases for the various products under observation were incorporated into the formulas provided by the manufacturer. The finished product was exposed to extensive temperature tests, observations were conducted under glass to determine solubility of the compound in the concentrate propellent system and, finally, the emptied can was examined for any evidence of corrosion or clogging. This work has been carried on extensively, for a number of now popular aerosol products including aerosol shampoos, shave creams,

insecticides, room deodorants and artificial snow. A brief discussion of results obtained with each of these products, including percentages and formulas, follows.

In the case of the new aerosol shampoos, the problem of corrosion has been particularly trying. Not infrequently during development it was found that a certain formulation would corrode right through the can. The D&O perfume laboratories have done considerable work on this problem and have developed a number of odors specifically applicable to this medium. Recently, 22 D&O perfume bases for aerosol shampoos were prepared by General Chemical's aerosol division in aerated-type experimental packages. Formulations, consisting of a basic shampoo concentrate with one of the perfume bases, were packaged in Crown 6 oz. (0.5 tin) "Spratainers" equipped with Clayton valves. The shampoo concentrate formula was composed of:

	Wt. %
Stepanol WAT (Aerated-type) Emcol 61	40
Perfume Water, distilled	0.25-0.5 56.50-56.75

All samples were packaged on a weight basis of 92 percent shampoo concentrate and eight percent propellent blend comprising "Genetron 101" (85 percent) and Genetron 12 (15 percent). Net fill was 6½ wt. oz. Compounds tested were found to be excellent, both as to compatibility of odor with shampoos, and lack of corrosion or clogging with nozzle. Fragrances included such popular odors as red clover, heather, arbutus, magnolia, lavender, and a number of bouquets, and all were tested in a proportion of 0.25 to 0.50 percent.

Aerosol Shave Creams

SIMILAR tests were also run during this same period, with 12 different perfume compounds developed for incorporation in aerosol shave creams. The increasing popularity of aerosol shave creams is well illustrated by a recent survey of consumer preferences in Columbus, O. According to this survey pressure packaged shave creams are beginning to cut into sales of lather creams. In the recent tests of D&O perfume compounds in aerosol shave creams, shave cream concentrate included:

		Wt. %
Myristi	c acid	. 2.0
	acid	
	nolamine	
Lanolin		. 0.8
Cetyl c	ilcohol	. 0.5
ween	20	. 5.0
Tween	80	. 5.0
Powco	Neutral Scap	. 1.0
Borax	*******	. 0.1
Perfum	e	. 0.25-1.0
Water,	distilled	. 71.85-71.1

Perfumes tested were incorporated into the formula in the proportion of 0.25 and 0.5 percent, after which the fin-

Weight Per Cent					
Periume Base	Conc.	Dipropylene glycol	G-102J	G11/12	Miscfbility
Cologne	1.0		99		Immisicible
Cologne	1.0			99	Immisicible
Cologne	0.5	4.5		95	Immisicible
Cologne	1.0		99		Miscible
Cologne	0.5	4.5		95	Miscible
Kasmer	1.0		99	-	Immisicible
Kasmer	1.0			99	Immisicible
Kasmer	0.5	4.5		95	Immisicible
Ecuquet	1.0		99		Immisicible
Bouquet	0.5	4.5		95	Immisicible
Lavender	1.0		99		Immisicible
Lavender	0.5	4.5		95	Immisicible
Ponsa	1.0		99		Immisicible
Ponsa	0.5	4.5		95	Immisicible
Magnet	1.0		99		Immisicible
Magnet	0.5	4.5		95	Miscible
Bells	1.0		99		Miscible
Bells	0.5	4.5		95	Miscible
Lilac	1.0		99		Immisicible
Lilae	0.5	4.5		95	Miscible

ished product was exposed to a temperature of 140°F. for a 40-day period to determine the shelf stability of the fragrances. Results show the compounds to be completely stable. Formula on a weight basis included:

	Percen
Stepanol WAT (Aerated-type)	. 40
Emcol 61	. 3
Distilled Water	
Genetron 101/12 (85.15)	

The shampoo concentrate represented 92 percent and the propellent eight percent. Observations conducted under glass for a period of one month, indicated that all of these perfume compounds were soluble in the shave cream concentrate propellent system. These same compositions were then incorporated into "Genetron 101/12" (85.15) and were found to be completely soluble in this gas. Upon exhaustion of the contents of the cans,

examination showed no evidence of corrosion. Fragrances included several bouquets, rose, lavender, bay and other compounds. Formulations were packaged in Crown 6 oz. K2-K18 "Spratainers," equipped with Clayton and Dairy-Whipt valves. Similar tests were also carried on with a slightly different shave cream concentrate, containing:

	Wt. %
Lanolin	1.0
Coconut Oil	
Stearic Acid	9.0
KOH	2.5
Sipon LT/5	5.0
Glycerine	
Perfume	
Water, distilled	

Aerosol Room Deodorants

IN one early testing of a number of aerosol room deodorants for compatibility determinations of perfume bases incorporated with Genetron dispersants, observations under glass of nine different odors showed the results indicated in the table above.

As is clearly indicated by the chart above, in this instance only three of the nine odors tested proved to be soluble in the particular formula used. It is at this point that the perfume chemist must begin the slow and laborious task of isolating component parts to determine which elements are insoluble, and how (if at all possible) the perfume formula can be modified to permit solubility, yet retain the particular odor characteristics desired by the manufacturer. This is one of the prime difficulties in aerosol perfuming



work, and one on which D&O has done exhaustive work.

Aerosol Insecticides

URING 1952 the production of aerosol insecticides totaled 33,-877,313 of the 100 million units credited to the entire aerosol industry, leaving insecticides still in undisputed first place. As in the case of all other aerosol products, perfume bases designed for incorporation in aerosol insecticides must pass rigid tests for solubility in gas, lack of corrosiveness in containers and good coverage of the active insecticide ingredient. To supplement the traditional insecticide perfume bases for aerosols, D&O has recently developed a group of new fragrances, designed specifically for this purpose, each of which has been subjected to exhaustive testing in finished aerosol insecticides. A typical insecticidal aerosol formulation was prepared for test purposes as follows:

	Wt. %
DDT (Tech)	2.0
Pyrenone 20-8	5.0
Sovacide 544C	5.0
Shell 8230 1 Boil	2.8
Perfume	0.2
Genetrone 11/12	95 n

Perfume bases found to be miscible at one percent by weight in "Genetrons 11/12" (1:1 mixture) included: Froleum 45, mimosa, rose, minerex, acacia, locust and cedar pine. Sample Crown 6 oz. units with Precision valves were packaged with the formulations for further odor evaluation.

Aerosol Snow

A NOTHER aerosol product, expected to be in considerable demand during the holidays, is aerosol artificial snow. Our laboratories have been working on this item for some time. We have developed several compounds and one in particular has been tested and found excellent. This is sweet spice odor, which has reacted positively to all tests.

The basic material for aerosol artificial snow is a synthetic acrylic resin. D&O compounds were tested in "Acryloid B72" and "B82," which are the trade names of acrylic resin manufactured by Rohm & Haas Co., Philadelphia.



HERBERT KAINIK

Rapid and extensive as the growth of the aerosols has been, the actual potential of this lusty infant industry has scarcely been touched. Constant research is being carried on in every phase of the industry in order to improve existing products and make possible the production of new aerosol items. One very big step, soon to be made, will come with the completion of a new machine, now in rapid development, which will not require any refrigerating of the gas such as is now needed. With the production of this machine, any company will be able to package its own line of aerosols without the huge cost now entailed. An excellent illustration of this cost breakdown was recently reported by the Journal of Commerce: "The proportion of the production costs that goes to concerns other than the makers of the active chemical material or ingredient is indicated in the following breakdown for a 6-ounce room deodorant product (90 percent propellent, 10 per cent active), with production costs at total of 28.4c a unit; can, 4c; valve, 7c; gas, 8.4c; concentrate, 3c; filling, 5c; carton, 1c; total 28.4c."

Another important step forward in the aerosol industry is the development of a plastic-coated bottle with an easily operated valve, which is now on the market.

Sees Larger Fats Market

Abundant supplies and stable prices of fats and oils, particularly tallow and grease, make them an attractive raw material for manufacturing synthetic detergents and emulsifiers,

the U. S. Department of Agriculture, Washington, D. C., announced in a research report issued recently. The report, "Detergents, Emulsifiers and Emulsion Products as Market Outlets for Fats and Oils," covers one phase of a study of possible ways of increasing the market outlets for inedible agricultural fats and oils. The department found that some detergent manufacturers were replacing half of the coconut oil with low cost tallow and grease as raw materials. Also, many manufacturers believe the detergents made from fats are superior to those made from the petroleum derivatives, the department added.

A potentially larger market for fats lies also in the field of emulsifier manufacture, according to the report. A copy of the report may be obtained from the Office of Information Services, Production and Marketing Administration, U. S. Department of Agriculture, Washington, D. C.

Weidlein Heads Committee

E. R. Weidlein, president of Mellon Institute, Pittsburgh, has been named chairman of the advisory committee of the 24th Exposition of Chemical Industries, to be held in Philadelphia's Commercial Museum and Convention Hall, Nov. 30 to Dec. 5.

CCDA Meeting Plans

The fall meeting of the Commercial Chemical Development Association will be held at the Hotel Kenmore, Boston, Oct. 15. The meeting will be devoted to a discussion of "The Role of Consultants and Consulting Laboratories in Commercial Chemical Development."

At the same time, the association announced the subjects for the Winter meeting, to be held Jan. 19, 1954, at the Hotel Statler, St. Louis. The annual open meeting will be held at the Hotel Statler, New York, March 17 and 18, 1954. The theme of the Winter meeting is "Relation of Patents to Commercial Chemical Development Programs". "The Problem of Intra Company Communications" will be discussed at the spring meeting in New York City.

New Soaps, Novelties at Chi. Toiletries Show

N unusually large registration of buyers was reported at the annual trade show of the Chicago Associated Toiletries Salesmen in the Palmer House, Chicago, Aug. 23 to 28. Manufacturers of soaps, perfumes and other toilet articles displayed many new products and new packaging keyed to the coming holiday trade. Buying was reported brisk throughout the six-day affair.

H. F. Carson of Dorothy Gray Co., New York and president of Chicago Associated Toiletries Salesmen, a cooperative enterprise, sponsored by Chicago representatives of cosmetic concerns, commented that, generally speaking, retail activity has remained at a reasonably high level so far this year. He expressed confidence that cosmetics dealers throughout the midwest can expect to enjoy one of their best years in the sale of gift items.

Television is now being used in a large way by many well known cosmetics firms, it was stressed by spokesmen for many of the companies during a tour of their displays, while radio, magazine and newspaper advertising and publicity continue as effective aids in creating demand for the new beauty products.

Seaforth, New York, featured a new "Match Stick" solid deodorant and shaving lotion set for men which has just been placed in full production to make immediate delivery possible. Packaged in glass bottles with screw cap, the two items come in a platform box, embellished in Christmas red color. First showing was also made of a Seaforth "Spiced Set," including a shaving lotion and cologne in a tan and blue box, ornamented with a map design. Previously only the lotion had been available in this line.

Among other new Seaforth products given their first showing at Chicago were "Minute Shave," an instant lather, dispensed from an aerosol type container; a "Dress Parade" set including shaving mug with soap, shaving lotion, cologne and talc for men; a four-bar package of hard milled soap in a golden box lettered in red; and "Set F," a five-item combination in a redesigned package.

A "Travel Kit" containing seven items for men, in two ounce Duralite containers, continues on the same "sell out" basis which it has experienced since introduction two years ago, while other Seaforth items, popularized through extensive national magazine, TV and radio advertising, are enjoying steadily increasing demand, it was reported. Heavy Christmas sales were anticipated for a new "Black Watch" set, combining a lotion and cologne, previously sold only as separate items. Packaging for this new offering is in jet black and crimson with a golden medallion label, reproducing the emblem of the historic "Black Watch" Scotch regiment.

L. F. Bonham, president of Seaforth, attended the show, assisted by Henry O. Dow, sales manager, Edward Casson, midwest division manager, and G. W. Wiley of the sales staff.

Hewitt Soap Co., Dayton, O., featured a three-drawer "Gift Chest" containing nine cakes of high quality perfumed toilet soap, provided with a gift pack sleeve for the Christmas trade. Other holiday offerings included "Kensington" soap in magnum and regular sizes to which a new yellow rose fragrance has been recently added; a four-cake carton of "Omnibus" soap in a fragrance for men; an eightcake "Gay Flowers" soap; a nine-cake "Star Flowers" box; and a six-cake "Snow Flowers" box, all packed with a special Christmas sleeve. Tom Norris of the sales staff was in charge.

John H. Breck, Inc., Springfield, Mass., introduced a new hair treatment cream in collapsible tube which is offered with Breck shampoos, and also promoted the "Baby Breck Lavo," a liquid soap for infants, now in a new flexible plastic bottle with dispenser top attached. Also shown was the full standard line of Breck protective creams, work cream, hand cleaners, etc., R. Gordon Seyffert, Chicago district sales manager, was in charge.

Yardley of London, Inc., New York, displayed a solid deodorant with pushout propellent case, among new products, also the standard "Old English" line of toilet soaps, oatmeal soaps, bath salts, cologne, etc. Highest priced item shown was a set containing fifteen toilet items, offered for \$23.50. Four field representatives: Kenneth Lancaster, George B. Dermody, Edward Goedecke and Thomas Stewart, directed the presentation.

Trylon Products Corp., Chicago, displayed their full line of bath specialties, one of which, a bath tablet, had appeared in a new carton only two weeks earlier. This, according to O. A. Barke, sales manager, had been specially designed for effective tie-in with the television program that has been offered since last February in Chicago, New York, Philadelphia and Detroit.

King's Men, Ltd., Los Angeles, showed a complete line of lotions, colognes, deodorants, soaps and other toilet items for men, including a new bowl soap cake, shaped to conform to the unique design of one bowl.

Shulton, Inc., New York, is planning the most extensive fall promotional campaign for various new products ever undertaken in the company's history, according to F. N. Carpenter, vice president. For one product, "Desert Flower" hand and body lotion and toilet water set, which was given its first showing in Chicago, the program calls for use of television and radio in 30 cities, newspapers in 81 cities and eight full pages of advertising in national magazines during September, October and November. Other new products will also get similar concentrated advertising backing, Mr. Carpenter said.

Among the new products on display were a new after shave and men's deodorant stick; a new three-piece shaving set, including "Smooth Shave" soap, lotion and talc; a two-piece set with the soap and lotion; an "Old Spice" smooth shave in aerosol dispenser; a new shower soap with

(Turn to Page 114)



The well stocked showcases of the scap section in the toilet goods department of Gimbel Brothers, Philadelphia, feature

Gimbels' own brand of toilet soaps, as well as those of nationally known manufacture. Wide selection is featured.

Private Brand Soaps...

HE toilet soap section of the toiletries department stacks up sales on a steady, year-round basis for Gimbels Brothers department store, Philadelphia. This compact, efficient section presents one of the most varied and complete assortments in the city. Year-round toilet soap sales are concentrated in a twenty-four foot section of counter at one end of the large toiletries department. Thirty demonstration brands throughout the department add their volume to the total soap sales.

Gimbels' own private brand soaps are dear to the heart of the store management. Not only do they outsell popular advertised brands and demonstration brands (in that order) but they are non-competitive and profitable, creating a dependable month after month, year after year demand with a minimum of sales and promotion expense.

The Gimbels soaps include a

line of complexion soaps, "Hardwater Soap" and "Luxury Bath Soap." Complexion soap types are cold cream, buttermilk, castile, lanolin and pine. The "Hardwater" and "Luxury Bath" soaps come in four scents—gardenia, apple blossom, pine and verbena.

Semi-annual promotions in February and August remind the Philadelphia-area housewife that it is time to renew her supply of Gimbels' "Hardwater Soap." Newspaper, direct mail, TV and radio advertising broadcast the news of this price event. This past August the sale featured one dozen cakes for \$1.00 (regularly \$1.50), three dozen cakes for \$2.89

and twelve dozen for \$11.50. Originally Gimbels scheduled the sale in February only. The store added the second yearly event in August on the theory that it is more sensible to sell the housewife a six month supply at a time than a year's supply. It requires less space for storage and is more likely to fit into her household budget.

Other soap advertising during a year may include an occasional omnibus promotion on private brands covering creams, lotions, tissues, dentifrices and shampoo as well as soap. Popular advertised brands and demonstration brands are promoted only in newspaper advertisements and inserts

Featured in toilet soap section of the toiletries department in Gimbel Brothers, Philadelphia

co-sponsored by the manufacturer. Novelties and gift combinations for children and adults are primarily impulse items. The soap section's location on a heavy traffic aisle is more effective than advertising in selling this type of merchandise.

Promotion of Gimbels' private brands of toilet soaps frequently includes counter displays in related departments of the same division, such as notions and hosiery. During the semi-annual sale of "Hardwater Soap" special counter racks display the featured soap on every toiletry counter as well as in the main soap section.

The majority of Gimbels' soap sales are made in bulk—by the box or by the dozen cakes in the popular advertised brands.

Despite a large telephone and mail order business John Bannister, toiletries buyer for Gimbels, figures that most of his sales take place in person over the counter. For this reason he puts training and salesmanship high on his list of important considerations.

By Florence W. Brewer

Most Sales Over Counter

EVIDENCE of the regard in which he holds his selling staff is the fact that his salespeople are often present at buying sessions in his office. When he feels that a salesperson's presence would be desirable, either for her opinion, her training or both, he calls her in. Such a practice makes it possible for the manufacturer, through his salesmen, as well as the store buyer, to get a clear picture of customer reaction to a product.

Regular sales meetings, held on Saturday mornings, concentrate primarily on new product information. Each girl introduces new items from her own section so that everyone will know what is new and where it is to be found. Manufacturers' promotional material is used freely at these meetings as background information so that salespeople will be able to talk intelligently about all products.

Naturally, the time of year for writing the largest toilet soap orders comes in September in preparation for Christmas buying, preceded by another big batch at the August Cosmetics and Toiletries Show in New York. Mr. Bannister, however, sees salesmen and writes orders every day in his office.

This is steady buying for a steady business. Leaving out the great spurt in any line of merchandise which could possibly be considered as a Christmas gift item, people buy soap every day the year round, according to Mr. Bannister, for gifts as well as for personal use. He believes that soap gift sales are just as constant as sales for personal use. Gifts for birthdays, hostesses, teachers and showers fill in between such gift-giving days as Easter, Valentine's Day, Mother's Day and Father's Day.

Easter in Gimbels' toilet soap section is an excellent season for children's gift soap sales. Approximately half of the entire soap counter is given over at all times to children's gift and novelty items. As in other gift merchandise, packaging is an important factor here.

The package must have eye appeal and special attraction for a child. Gimbels finds that bath combinations, for little boys as well as little girls, are popular. Mr. Bannister often works with manufacturers in developing combinations for this spe-



Shaving scaps are given special treatment in a separate shave shop in the scap section of Gimbels. This counter is entirely separate from the feminine atmosphere of the general scap section. Nationally advertised brands of men's shaving products are shown in cases benering manufacturers'

cialized business. He has had particular success with a "Hopalong Cassidy" bubble bath and soap set and a baseball and mitt set including bubble bath and soap. A combination package is a natural for little girls. He especially likes a set which includes soap, sponge, glass, toothbrush, comb and bubble bath, all in a plastic box with carrying handle.

Gimbels' assortment of amusing small figures in soap—monkeys, dogs, cats and humans—imported from England, are also well liked by shoppers for juvenile gifts.

In addition to eye-appeal, the wholesaler of children's combinations should pay close attention to the price factor. Popular pricing is a "must" in this field.

Concerning soap for children, Mr. Bannister has a suggestion for manufacturers. He feels that business in children's toiletries is important and the market potential high. He points to the steady activity in the novelty shapes and combination packages for small fry. However, he says, no manufacturer puts out a standard soap package for children. His theory, which he has tested to his own satisfaction, is that the average child loves to have his "very own" duplicates of adult products. A child is proud and possessive about his toothbrush, his glass, his comb and his brush. Manufacturers might take advantage of this sense of individuality to put out profitable lines of soap in small sizes. What little girl wouldn't love to have her own boxed soap which, except for cake size, looks and smells "just like Mother's"?

Soaps for Men

GIMBELS does not neglect the masculine element in all this attention to the feminine, the household and "scratched dirty knees" set. Special soaps for men are stocked in "Gimbels' Shave Shop," a separate handsome section at right angles to and across the aisle from the general soap section. Simply decorated in natural pine, the Shave Shop carries a complete assortment of popular advertised brands in addition to the luxury lines of men's toiletries. Activity in this section is steady throughout the year.



Noveity scaps in unusual packages are big sellers as gifts for child en in Gimbels' scap section. Some of the items sold in the section are shown in showcases above. Many are European imports, although American

Mr. Bannister believes that the relative newcomer in the toilet soap field, the deodorant soap, has cut a definite niche for itself and is here to stay.

Manufacturers' packaging of soap, both for practicability and attractiveness, is tops in this buyer's book. He thinks the industry does an excellent job right through from inner wrappings to embossed cushion papers and boxing.

Aside from the overwhelming effect of eye-appeal for gift purchases,

Typical of the type of newspaper advertising done for Gimbels' semi-annual sale of hardwater soap is shown below. The sale used to be held annually.



hardwater soap

1 am 1 marry 1.21 3 am 3.8



The easy that's been a trailition will Philadelphiana for geometrical 167 larger than ordinary cales, allai-free is it's tind enough for even haby's tends chirl Lathers up lavishly in het or cold hard or neft water... and the fragrances have been put in to stay down to the law allows 13-deases... 11.8

made novelties include "Hopalang Cassidy," circus characters, etc. Gimbels frequently works out a novel design of its own in cooperation with an American soap manufacturer.

this department finds that the most significant factors influencing soap buying are, in order, efficiency, scent and packaging. Gimbels' customers are not hoodwinked by a fancy package or a luscious perfume—they want soap primarily to promote cleanliness.

Christmas is certainly one of the times when cleanliness seems to be a star attraction. Along with other departments which carry gift merchandise, Gimbels' soap section expands its operations considerably for Christmas gift-buying. The Christmas season in Philadelphia is traditionally opened by Gimbels' giant Thanksgiving Day Parade escorting Santa Claus to Gimbels. Ten days or two weeks before the parade, additional table displays of gift items have enlarged the scope of the soap section so that everything is ready for the Christmas peak.

New Aerosol Perfumes

Five new perfuming materials for aerosol shave creams were used in a series of tests conducted by the aerosol research division of General Chemical Co., manufacturers of the propellent gas, "Genetrom," it was announced recently by Dodge & Olcott, Inc., New York. The perfumes tested . . . "Fougere 40-R-3623," "Bouquet 40-R-3624," "Kasmer 40-R-3622," "Lavender 9156," and "Fougere 40-R-4369" . . . were incorporated in a shave cream formula. Results showed the compound to be stable and soluble in "Genetron" gas.

Soap for a Penal Institution

HE London (O.) Prison Farm is unique among penal institutions in that it manufactures nearly all the soaps, cleansers and detergents used in all the penal institutions in the state of Ohio. The London institution houses over eighteen-hundred men and is nearly self-supporting. It is a large place, containing a dairy herd, swinery and slaughter house, poultry yard, hospital and tuberculosis sanitorium, and its own soap industry. The "soap house" of the London Prison Farm manufactures soaps, cleansers, and detergents.

As each new man comes into the institution he is first taken to the bath house and laundry, where he is given a shower and clean clothing. Inmates are issued two pairs of trousers and two shirts, one of each for work and one for after working hours and visits. Twice each week each man is re-issued clean clothing and once each week he is issued a bar of soap. The soap manufactured by the soap industry at London isn't perfumed or brightly colored to make it attractive, but it is good soap for all purposes, such as washing clothing and bathing.

The laundry, although it occupies a small space, efficiently handles the needs of the London Prison Farm's total population each week. The laundry washes and mangles nearly two thousand sheets and pillow cases each week, over four thousand pairs of trousers, four thousand shirts and an unknown number of shorts, tee shirts, handkerchiefs, socks, etc. This is no small accomplishment for a

By F. L. Anderson #88348

laundry, the total working force of which numbers forty-four men. Therefore there is absolutely no excuse for a man, no matter whether he works in the fields, on a coal gang, or in an office, to remain dirty. Dirtiness is one thing that just isn't tolerated. Not only by the officials but by the men themselves.

The prison laundry uses 36 barrels of soap a week in its washers. In addition, the laundry consumes fifty-five gallons of bleaching compound for some clothing, bed linen, etc. The linen used in the hospital and in the T. B. sanatorium, such as towels, sheets, pillow cases, pajamas, uniforms, etc., are not only laundered but are boiled for a period of fifteen minutes. Added to the soap and bleach used in the laundry is one-hundred-twenty-five pounds of ortho silica.

The hospital contains two wards for the sick and injured, a dental clinic where teeth are extracted and a complete dental laboratory where dental bridges and complete plates are made and installed, a clinical laboratory, a minor surgery clinic, a pharmacy, a therapeutic heat room, offices, etc. All of these are scrubbed completely each day. A staff of thirtytwo men work in the hospital. They are divided into shifts which man the hospital twenty-four hours a day. For the normal weekly scrubbing and cleansing of hospital floors, walls, basins, bowls, etc., an average of twentyfive pounds of soap powder, ten cans of lye, four gallons of strong disinfectant, twenty-four bars of coconut oil soap, twelve bars of ordinary toilet soap are used. Besides 16 pounds of a cleaner and sanitizer known as Formula No. 115 and twelve pounds of No. 125, both with strong cleaning and disinfectant qualities, are used.

The porters, nurses, and orderlies employed in the hospital are all inmates of the institution. All of them have their share of cleaning to do. The staff is carefully selected, and is chosen on the basis of good disposition and intelligence, plus that certain something that enables a person to get along with everybody. Not everyone qualifies for work in the hospital. For working twelve hours a day, seven days a week, the only reward for the staff is the satisfaction of knowing that it has helped someone else.

London Prison Farm has seven dormitories that house between two hundred and three hundred-fifty men. Also there are three cell blocks each capable of housing sixty men. These cell blocks are not as popularly imagined. Actually there is a waiting list to get quartered in a cell. The cells are one-man units and provide the element of privacy, so highly prized in a penal institution. Each man lucky enough to have a cell is responsible for its cleanliness because actually it is his own little home.

The dormitories have a staff of porters who clean and mop each morning. At noon the aisleways are swept and mopped. Twice each week

all beds are moved and the dormitories are given a good scrubbing. The weekly consumption of soap and sanitary chemicals in each dormitory amounts to four gallons of disinfectant, an average of fifteen pounds of soap powder, four cans of lye, two-hundred bars of toilet soap and about eight pounds of formula No. 125. All basins, bowls and urinals are scrubbed to a gleaming white each day with scouring powder. If needed, the bowls and urinals are scrubbed more often. The men assigned to keeping the showers and toilets clean seem to take pride in their jobs. A certain amount of competition exists among the men as to whose area is the cleanest and most sanitary for a day or a week. There are no prizes or special privileges for the winners, but woe to the man who litters the floor with paper or other debris. The wrath of a scorned woman is nothing compared with that of a maddened porter who has just cleaned.

The main dining room can seat 1160 men with eight to a table. The dining room is just about the cleanest place in the institution. About sixtyfive men are employed in the dining room to clean and to clear up the tables. As the men from the dormitories, or cell blocks, come into the dining room two lines are formed and they pass a cafeteria type steam table where the food is kept hot. Each man is given a tray, a cup, silverware and his food. The food in the institution is good and wholesome, but nothing fancy. There is usually some type of pastry at least once each day and rolls or doughnuts for breakfast. When the meal is over the trays and cups are left on the table and the men file out and back to their quarters or respective jobs for the day.

This is when the action in the dining room really starts. As soon as a table is empty an inmate assigned to that station hurries up to the table emptying the garbage into a bucket. Behind him comes another man collecting trays, followed by another collecting cups. These are sent to the main kitchen via elevator. As the tables are cleared they are washed with hot water and soap and dried. It is difficult to estimate the poundage of

soap powder used in the dining room each week but an average of fifty pounds would not be too high. Added to this is another fifty pounds of compound No. 125. The floors are mopped after each meal and scrubbed thoroughly every night. Two gallons of disinfectant and approximately ten pounds of No. 115 compound are used on the floor each week, in addition to soap powder. In the dining room lavatory, which is also kept spotless, coconut oil soap is supplied for hand washing. About three bars of this soap are used daily.

To illustrate the emphasis on cleanliness, the story is told how the official in charge of the dining room came in one morning wearing a new pair of glasses. One of the inmates remarked to him, "You don't need new ones boss, you could see spots far enough with the old ones."

The main kitchen is the greatest user of soaps and sanitary chemicals in the institution. The kitchen is active twenty-four hours a day preparing food for either the regular meals in the dining room or meals for men who work late in the various branches of the institution. The kitchen has its own bakery and butcher shop. The kitchen is staffed by 113 men including porters, all of whom are kept busy during the day. In the butcher shop after the meat is cut for the next day's rations the meat blocks are scrubbed with clear water and salted down for the night. The five refrigerators are emptied periodically and cleaned by the men working in the shop. Each branch of the kitchen has its own porters, but during the scrubbing of the floors and refrigerators of the butcher shop, all of the men pitch in to get the job done. This daily job of scrubbing the concrete floors is usually performed with a strong solution of soap, lye, and compound No.

The bakery works two shifts. One shift does the heavy work of baking bread and pastries during the day, while the night shift prepares breakfast rolls and pies for the following day. In the bakery, too, the whole crew pitches in to do the clean up job.

In the main kitchen, the dishwashing machine crew uses about twohundred pounds of dish washing compound a week. This is manufactured by the institutional soap house for washing cups and trays. A small crew, using two sinks and the twenty-foot dishwashing machine, keep these articles clean. Another crew, using two sinks, is constantly busy scrubbing pots and pans used in the preparation of the food that isn't steamed. Six steam kettles having their own crew of cooks are used for such steamed foods as stews and vegetables. Immediately after a kettle is emptied of its contents two men scrub and polish it until it shines both inside and out. The cooking ranges and stoves are attended by a crew of cooks and porters that are more than efficient. During the day the porters scrub the kitchen floor at least once and mop it again after the day's work is done. But the mopping of the floor doesn't signal the end of the range porter's day. The fires are put out in two of the stoves and they are then cleaned while the night cooks prepare meals on other stoves. When the porters are finished cleaning one set of stoves, they switch to the others and the process is repeated. Each department of the kitchen is assigned a crew of men who have the responsibility of keeping their particular area clean and neat.

Six elevators transfer the prepared food to the main dining room where it is served. After each meal the elevators are cleaned and, as they are of metal, they are not left to dry but are greased to prevent rust.

In the main kitchen and its two department branches 200 pounds of soap powder, 48 pounds of compound No. 125, 200 pounds of dishwashing machine compound, 96 cans of lye, one case of ordinary soap, and one case of scouring soap are used each week. There are daily inspections by the officials assigned to the kitchens and rarely do they find anything that must be cleaned again. But if they do, there is no punishment: just the order to clean it again and on the second cleaning things really shine.

As for the dairy barn, swinery and poultry house, here again crews assigned to these various posts keep their departments clean. Although the writer has not seen these departments, as he is unable to visit them, he does know that the dairy must be equal to or be above the normal regulations for the State of Ohio Sanitary Code for such. The dairy is inspected periodically not only for the cleanliness but for the health of the cattle, pureness of the milk and the cleanliness of the men working there.

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Twenty-five or thirty years ago when a person walked into a penal institution they could expect to find dirt and filth but this is a thing of the past. The rats and bugs that once

were so prevalent in a penal institution are now a rarity. The dormitories are now sprayed with insecticides each week as a preventive measure. In the institution as a whole about twentyfive gallons of fly spray are used each week and a number of modern type electrical insecticide dispensers are placed in the most strategic spots around the institution.

Today's penal institution is not the dark, dreary place it once was. More likely it is a large airy building with large windows stretching the length of the building. Passes are not needed to go from one place to another in the institution and any man can stop any official at any time and ask him questions. The bark and club are no longer used. The only prison clothing worn are trousers, which are of blue denim, without stripes or marking. Civilian shirts, shoes, underwear, etc., may be worn at all times.

London Prison Farm uses approximately thirty gallons of disinfectant each week and nearly 3,500 pounds of various types of soaps, cleansers, and detergents a week.

Visitors entering the institution have been heard to remark on the cleanliness of the halls and lobby. And as they travel farther into the prison they are amazed at its cleanliness.

A. C. S. Meets, Discusses Detergents

AUNDRY sours derived from fluoride-containing gases given off in the process of manufacturing superphosphate fertilizers were described by D. C. Spence of Smith-Douglass Co., Norfolk, Va., at the 124th meeting of the American Chemical Society in Chicago, last month. These gases are at present discarded as a hazardous, irritating by-product of the fertilizer industry, he said. A few relatively simple chemical steps can convert the gases into sodium or potassium silicofluorides, valuable chemicals which have wide industrial applications, including products for the laundry field.

In 1948, when 10 million tons of superphosphate were manufactured, Mr. Spence estimated that about 27,000 tons of source materials for silicofluorides could have been salvaged. The largest single use of sodium silicofluorides, he added, is as a laundry sour to neutralize excess alkalinity and destroy bleaching compounds.

Progress in hydrazine research at the Univ. of Illinois is resulting in economies in production of detergents, insecticides and hundreds of other products, the Society's division of physical and inorganic chemistry was told by Dr. Erwin Celton of Illinois University's department of chemistry. Hydrazine he characterized as a versatile, useful chemical which is

"one of the most concentrated forms of chemical energy known." When first developed on a large scale by German chemists during World War II as a rocket fuel, the cost of production was about \$50 a pound. Intensive research at Illinois has brought this cost down to around \$3 a pound. Dr. Celton described his studies of the fundamental action of this chemical, which is still not well understood.

Intensive scientific investigation of fats as a raw material source of industrial chemicals was recommended by Dr. Daniel Swern, chemist in the U. S. Department of Agriculture's Eastern Regional Laboratory, Philadelphia. Fatty materials from natural sources, he said, as late as 1924, have been the least studied province of chemistry. Some gratifying progress has been made, this being due, he felt, to realization by scientists and businessmen of the value of fats as readily available, low-price agricultural resources. Dr. Swern pointed out that promising uses for fat-derived chemicals exist in the fields of detergents, insect repellents, cosmetic creams, perfumes and many other lines.

"It seems clear," said Dr. Swern, in a report to the division of agricultural and food chemistry, "that to find new uses which consume significant quantities of fats, we must look for outlets in the most rapidly growing chemical fields, including

synthetic detergents, among others.

"I am convinced that we are merely entering the period when fats will take their place beside coal and petroleum as the bed rock of our chemical industry. As a recurring, inexpensive agricultural resource, fats deserve serious consideration as primary sources of organic chemicals."

In a symposium on rodenticides, Dr. Ralph E. Heal of the National Pest Control Association spoke on "Rodenticides and their Economic Importance in Controlling Economic Damage." Rodenticides in the U. S. Public Health Service program were described by Dr. Carl O. Mohr of the U. S. Public Health Service communicable disease center, Atlanta, Ga. Jack F. Welch of the U. S. Fish & Wildlife Service discussed "Chemical Repellents in Rodent Control" and another paper, authored by three Wisconsin Alumni Research Foundation scientists dealt with "Chemical Problems Encountered in Developing an Anticoagulant Rodenticide." "Rodenticides in Bubonic Plague Control," was the title of another paper by Alfredo N. Bica of the World Health Organization. Numerous technical papers on chemical phases of pesticides were also presented.

In a symposium on "Marketing of New Consumer Products," during sessions of the division of chemical (Turn to Page 169)







What's New?

Captions: This Page

Newest something in the aerosol family is "Pro-Fesh" drys cleaner and spot remover of Pro-Fesh Products, Inc., East Orange, N. J. The 12-ounce can of Crown Can Co. is filled by Fluid Chemical Co., Newark, N. J. Valve by Precision Valve Corp., Yonkers.

"Kleen Floor" household floor cleaner for dirt and accumulated wax removal has just been added to the line of floor products made by S. C. Johnson & Son, Inc., Razine, Wis. Mixed with water, it is heated and apread on floor, where it remains for about a minute. Floor is then scrubbed with stiff brush and wiped clean.

Simoniz Co., Chicago, recently launched new "Hillie" furniture polish. Product comes in dark color for darker furniture linishes and in light shade for blond and other light color woods. Owens-Illinois Glass Co., Toledo, supplies the "Duragias" containers and metal closures. Labels by Sherman Hennessey Co., Chicago.

For World Series time, Hewitt Soap Co., Dayton, O., designed a novelty soap in an unusual package setting. Soap is stamped with figure of baseball umptre flagging player out of the game. Caption on soap reads: "G'wan to the shower!" Package resembles TV receiver, and outer carton is printed to look like TV packing case.

Captions: Facing Page

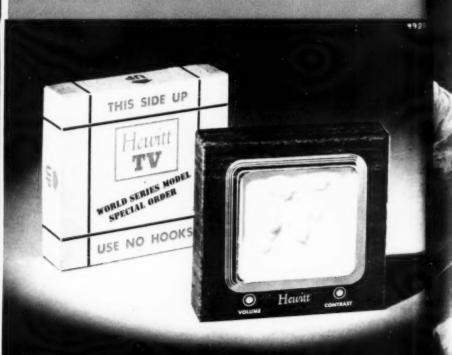
A multi-purpose hard wax for furniture, automobiles, plastics, leather and metal surfaces, was announced recently by Advanced Products, Los Angeles. "Jet Glow" acrosol wax is packed by Chemi-Form Corp., Chicago, Can is by Crown, and valve is by Acrosol Research Co., Forest Park, Ill. The carnauba containing wax is packed in a 12 ounce can.

"Quel" deodorant designed for garbage cans is now available through the retail trade for household use. Produced by E. B. Farrell, Inc., Pontiac, Mich., "Quel" is packed in four ounce glass bottles made by Owens-Illinots Glass Co., Toledo, to retail for one dollar. Coated metal caps are also by O-I, and Grand Rapids Label Co. supplies the labels.

New automatic hand dryer that also combines deodorization was announced recently by American Dryer Dist. Corp., Philadelphia. Housed in streamlined white porcelain and chrome cabinet, the dryer starts by pressing chrome starter button. Nazzle revolves in 360 degree are for face or underaum drying. Unit also deedorizes washrooms by means of built in General Electric Ozonaire system.

Newest addition to the No. 7 line of automotive specialties produced by E. I. du Pont de Nemours & Co., Wilmington, is a waterlees hand cleamer. The new du Pont Hand Cleamer, contains kanolin. It comes in seven and 28 ounce cans, which retail around 55 cents and \$1.50, respectively.

"Fabulon" floor finish now has new applied color label. New Label on bottle at right employing bold, tall letters in white against amber bottle, contrasts with old clustered label at left. Pierce & Stevens, Inc., Buffalo, make "Fabulon," which is packed in one-quart "Duragkas" bottles and caps by Owens-Illinois Glass Co., Toledo.



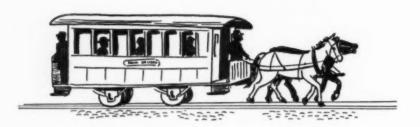












Since the Days of the "Horse Car . . . "

CHECK YOUR NEEDS FROM THIS LIST

VEGETABLE OILS

Babassu Olive
Castor Palm
Cocoanut Peanut
Corn Sesama
Cottonseed Soybean

ANIMAL FATS

Sperm Oil Grease
Oleo Stearine Tallow
Land Oil Lanolin
Neatsfoot Oil

FATTY ACIDS

Red Oil Tall Oil Tallow
Stearic Acid
Hydrogenated Fatty Acid
Cottonseed and Soybean
Fatty Acids

ALKALIES

Caustic Soda, Solid, Liquid, and Flake
Soda Ash, Light and Dense
Carbonate of Potash, calcined and
hydrated
Calcium Chloride
Tri Sodium Phosphate
Tetra Pyro Phosphate
Quadrafos Granular and Beads—a stable
polyphosphate for water conditioning and
mild but effective detergency.

Soapers have depended on WH&C ... for Raw Materials of Quality

SINCE 1838, we've been supplying the nation's "soapers" with basic raw materials.

SILICATE OF SODA—Liquid powdered and solid.

METSO ANHYDROUS-Sodium Orthosilicate

META SILICATE—"Metso"* Granular.

METSO* DETERGENTS-55, 66, 99.

MAYPONS—Unique surface active agents; prolific foam; high detergency and emulsifying powders; suitable for cosmetic and industrial use.

AIR DRYETTES . CHLOROPHYLL

* Reg. U. S. Pat. Off., Phila. Quarte Co.

Let us mix your dry private formulas

Established 1838

Welch, Holme & Clark Co., Inc.

439 WEST STREET

NEW YORK 14, N. Y.

Warehouses in New York and Newark, N. J.



Guaranteed satisfaction in luxury colors at low cost for glass cleaners, residual type insecticides, space deodorants, medicaments, moth sprays, etc. Red, blue, green, yellow, ivory head and collar combinations.



Calmar Heavy Duty Sprayer

Unique plastic ring head construction gives easy operation for pint and quart applicators. Long life efficiency delivers 3 cc per stroke in a finely atomized spray for room deodorants, disinfectants, residual type insecticides, fungicides, moth sprays, etc. White and red collar and head



5.15/

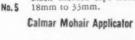
the functional beauty of Calmar Res toilet goods and household produced



S-15: 22, 24, 28, 30, 3mm and larger metal or molded caps

Calmar Plastic Dispensers

These low cost attractive dispensers are featured by many leading manufacturers of hand lotions, liquid soaps, baby oils, beauty preparations, and household products. Calmar dispensers are equipped with stainless steel balls and springs. Calmar dispensers will never corrode when used with dispensable liquids not containing aromatic hydrocarbons, ketones or esters. All of the smart ivory head styles illustrated are assembled to jet black molded caps from 18mm to 33mm.



Designed primarily for cleaning fluids, this functional closure is available in 28mm cap size with red enamel metal cover.

Calmar Atomizers

Save money yet actually improve your package with refreshingly new pastel colors. Compare Calmar's non-plugging, fine mist atomization with any metal atomizer. You will be amazed! The snow white polyethelyne mounting will never discolor or corrode.

Complete assembly includes matching color urea caps and rubber bulbs in your choice of Dawn Pink, Laguna Green, Light Blue and Off White. Immediate shipment of stock colors in urea cap sizes: 15-415, 18-400, 18-410, 20-410, 22-410.

Special color caps and bulbs also available. Can be mounted to your own caps.



Valveless rubber bulbs for colognes, anti-perspirants, hair preparations and products requiring the finest atomization,



CALMAR COMPANY . 6800 MCKINLEY AVENUE . LOS ANGELES 1. CALIFORNIA

Write for samples, specifying cap size and inside bottle height of your package

Hooker Chemical Guide (ONE OF A SERIES) USE this handy reference to save time in selecting high quality chemicals.

CAUSTIC SODA

Used in these products and processes:

wood pulp soap alass chemical intermediates phenol resorcinol naphthol oxalic acid indigo sodium salts pigments aniline dyes ceramics pharmaceuticals cosmetics viscose rayon cleaning compounds reclaiming rubber mercerizing cotton reclaiming tin food processing reclaiming paper metal ore refining bleaching textiles petroleum refining dyeing textiles engraving printing textiles lithography water softening and many, many others

50% LIQUID	FLAKE
73% LIQUID	SOLID

DEPENDABLE DELIVERIES

When you order chemicals from Hooker, you know that you are dealing with a reputable, dependable supplier. You can count on prompt deliveries, timed to fit your production schedule.

GROWING...TO SERVE YOU BETTER

New Chicago Office—To better serve Midwestern chemical users, Hooker has recently opened an office at 1 North LaSalle Street in the heart of Chicago's Loop. Midwestern users need only call Chicago, CEntral 6-1311, to receive fast shipment from the main plant at Niagara Falls. Hooker technical personnel will also be stationed at the Chicago office to assist you with your chemical requirements.

New plant at Montague, Michigan—In addition to the existing plants at Niagara Falls and Tacoma, Hooker is building a plant at Montague, Michigan which will increase chlorine and caustic soda production by 100,000 tons per year. Construction will be completed in 1953. This plant will further speed deliveries to Midwestern users.

Research and development—Over 100 regular products, and many more research products, have been made available through Hooker's specialized experience in chlorination, hydrogenation, esterification, sulfhydration, hydrochlorination, and fluorination. Complete laboratory and pilot plant facilities are ready to serve you.

Products available now—Chlorine, muriatic acid, sodium sulfide, chlorobenzenes, and many other products are available for immediate shipment. For full information, write on your letterhead to *Hooker Electrochemical Company*, Buffalo Avenue and Union St., Niagara Falls, N. Y.

HOOKER ELECTROCHEMICAL COMPANY

NIAGARA FALLS, N. Y. . NEW YORK, N. Y.

TACOMA, WASH. . CHICAGO, ILL. . WILMINGTON, CALIF.

From the Salt of the Earth



2-124



and keep it sold during use.

These Duraglas stock-mold packages for sodium hypochlorite, for instance, have neck handles on the larger sizes that make them easy to carry and pour; wide label areas for full display

For all your packaging needs . . . glass containers, closures, label designs and cartons . . . take advantage of Owens-Illinois' complete packaging service.

Swraglas packages are protectors of quality

OWENS-ILLINOIS GLASS COMPANY . TOLEDO I, OHIO . BRANCHES IN PRINCIPAL CITIES



On Our 155th Anniversary

we express to our friends and associates throughout the industry

- . . . our sincere gratitude to the past
- ... our positive hope for the future
- ... and our deep and abiding faith in the final ability of mankind to meet with courage, understanding and realism the one immortal certainty of life . . . change.



DODGE & OLCOTT, INC.

180 Varick Street . New York 14, N. Y. SALES OFFICES IN PRINCIPAL CITIES

ESSENTIAL OILS . AROMATIC CHEMICALS . PERFUME BASES . VANILLA . FLAVOR BASES

packaging news...

by HARCORD



Bug Blaster's self-dispensing pump gun, has sparked increased demands for this Sherwin-Williams' insecticide. Company states that this Harcord engineered paper package is convenient, effective and has gained unusual consumer acceptance.



Field reports chart a steady rise in sales of Pratt's Crab Grass Killer. Competitively priced paper packaging by Harcord in bright red and black stressing product uses, has proven a strong factor in the sales climb. At Harcord, we feel that our attention to detail and timing has served this product well.



To combat apple scab blight, Coromerc's fungicide ranks with the best. This product, distributed by Corona Chemical Division of Pittsburgh Plate Glass, is packaged in Harcord paper canisters. We're proud to be of service to a superior product marketed by a great company.



D & P Tomato Dust, a famous fungicide, manufactured by Doggett-Pfeil Company, moved ahead to better display position as a result of Harcord's pump-gun selfdispensing paper canister. Here is a case in point where the packaging proved a boon to a good product.

HARCORD MANUFACTURING CO., INC., PAPER CANISTERS 125 Monitor St., Dept. SS-10, Jersey City, N. J. - N. Y. Phone: BArclay 7-5685

A Name to Remember

TURNER

in Chemicals for the Soap and Allied Industries

- * Caustic soda
- * Caustic potash
- * Potassium Carbonate
- * Potassium Persulphate
- ★ Ammonium Persulphate
- * Salt
- * Soda Ash
- * Sodium Bicarbonate
- * Sodium Metasilicate

- * Silicate of soda
- * Silicate of potash
- * Trisodium phosphate
- * Metallic stearates
- * Synthetic detergents
- * Borax
- * Boric acid

- * Coconut oil
- ★ Coconut fatty acids
- * Cottonseed oil
- * Red oil
- * Stearic acid
- * Tallow

Liquid Caustic Soda, Caustic Potash,

Potassium Carbonate in tank trucks and drums a specialty.

Joseph Turner & Company

Ridgefield, New Iersey 83 Exchange Pl., Providence, R. I. • 435 N. Michigan Ave., Chicago, Ill.

SOAP and SANITARY CHEMICALS

French Promote Soap Use

Soap manufacturers in France recently have set up a "Bureau of Cleanliness" on the Rue Royale, principal shopping street in Paris, to encourage an increased use of soap by Frenchmen. The bureau invites the public to come in and wash its hands free of charge, so that the people may become acquainted with the fact that "three-fourths of all Frenchmen use soap only once a week." The use of soap for bathing is even less frequent with the average small town inhabitant, according to the bureau.

Purex Quarterly Dividend

Purex Corp., South Gate, Calif., declared recently the regular quarterly dividend of 15 cents a share on the common stock, payable Sept. 30 to stock of record Sept. 15.

Form New Soap Firm

Formation of Ceda Cene Products, Inc., Staunton, Va., a new company for the manufacture of soaps and chemicals, was announced recently by T. H. Painter, Jr., and Melvin C. Schull, principal stockholders of the company. The new firm was formed with a maximum authorized capital stock of \$25,000.

New Universal Agents

Two new sales agencies have been appointed by Universal Detergents, Inc., Long Beach, Calif., according to a recent announcement by B. R. Bryant, general manager. New representatives are: Donald McKay Smith, Inc., 830 Hanna Bldg., Cleveland and Emmet D. Griffin, Jr., 916 Jones Law Bldg., Pittsburgh.

Shulton Names Rust

Appointment of John Beekman Rust as research director was announced recently by George L. Schultz, president of Shulton, Inc., New York. Until joining Shulton, Mr. Rust was vice-president and research director for Montclair Research Corp., and president of Maya Corp. Formerly he was with Ellis-Foster Co., of Montclair, N. J., where he worked in close association for 20 years with Carleton El-



JOHN B. RUST

lis, pioneer scientist in the research and development of urea plastics and polyester plastics.

More Oakite Advertising

Plans for an expanded fall and winter advertising and newspaper campaign were announced recently by Frank A. Conolly, manager of the packaged products division of Oakite Products, Inc., New York. The promotion will use some 155 newspapers and approximately 30 radio and TV stations, and will include sponsorship of news programs and participation in established cooking school and home economics shows, as well as spot announcements in selected territories. Women's magazines, trade journals and direct mail will augment the other media.

T.G.A. Winter Meeting

The winter meeting of the scientific section of the Toilet Goods Association will be held on Dec. 9, at the Starlight Roof, Waldorf-Astoria Hotel, New York, the Association announced recently. An all-day meeting, it features a group luncheon. Attendance is restricted to representatives of member companies of TGA.

New Pessl Plant

A new \$300,000 plant has recently been opened in New Rochelle, N. Y., it was announced recently by Helene Pessl, Inc., Chicago, manufacturers of "Little Lady" toiletries. The plant, modern in design, is a one-floor unit, housing factory, laboratory, office facilities, and is equipped with the latest type of machinery and equipment.

C-P-P Ups Two

Designation of Russell H. Brundige and Joseph A. Deimling to the positions of assistant managers of the promotional and merchandising department, toilet articles division, was announced recently by J. A. Straka, executive vice-president, Colgate-Palmolive-Peet Co., Jersey City, N. J. Mr. Brundige joined the firm in 1931 as a Cincinnati sales representative. In 1947 he was named as supervisor in the Cleveland district, and the next year he was transferred to San Francisco as district manager. Mr. Deimling was formerly product advertising manager for S. C. Johnson & Son, Inc., Racine, Wis. Previous to that he was associated with Montgomery Ward & Co., and W. T. Grant & Co. in sales promotion positions.

Chicago SCC Hears Jackson

Archie R. Jackson, director of quality control for Allen B. Wrisley Co., Chicago, addressed a dinner meeting of the Chicago chapter of the Society of Cosmetic Chemists, held recently in Henrici's Restaurant in the Merchandise Mart. Mr. Jackosn spoke on "Applying Statistical Quality Control Principles to Cosmetic Manufacturing."

Knolar Names Agency

Appointment of McKee & Albright, Inc., Philadelphia, to handle the advertising and promotion of "Nola" soap flakes and "Magic Washer" was announced recently by Knolar Products, Inc., Camden, N. J.



BUCKEYE

offers "plus" values not found in any other LIQUID FLOOR WAX



- · Long wearing!
- · Simple to apply!
- · Dries quickly!
- · No odor!
- · Requires no polishing!
- Use dry or damp mop!
- · For all types of floors!
- · Water resistant when dry!
- · Uniform quality!
- · Surface adherence!
- · Complete coverage!
- · Stable emulsion!
- · Will not solidify in storage!

REALLY TOUGH!

Protects floors where most hard wear occurs!

Highly efficient and economical Buckeye Beamax dries in just a few minutes to a hard, lustrous finish without polishing! Thousands are finding Buckeye Beamax the finest for use on all types of floors:

rubber . linoleum . rubber tile

asphalt tile . mastic . terrazzo and cement

BEAMAX CARRIES THE NAME

BUCKEYE

your assurance of a quality product with guaranteed dependable results



HE MYES-YOUNG SO

SOAP COMPANY

Canadian Textile Soap Use

Canada's primary textile industry consumes approximately five million pounds of soap annually, according to a statement issued recently by the Canadian Textile Institute. The Institute reports that in one year Canadian woolen textile mills used nearly two million pounds of soap; dyeing and finishing plants used more than one and one quarter million pounds; the knit goods industry bought 744,278 pounds and hosiery producers another 335,750 pounds.

Oil Well Soap Prize

A grand prize of the full income from a producing oil well, or \$25,000 in cash immediately, will be given to the winner of the new "Dial Soap" discovery contest, which Armour & Co., Chicago, started recently. Income from the oil well may amount to \$35,000 in 10 to 20 years, the company said. This grand prize tops a series of 206 cash prizes every week for six weeks to be awarded for the best two line jingles, which must be accompanied by a Dial soap wrapper. A first prize of \$1,000 cash is awarded each week, with five prizes of \$100 each and 200 additional prizes of \$10 each also paid weekly. The grand prize will be awarded at the end of the final weekly contest to one of the six \$1,000 winners.

Supplementing the consumer contest, Armour is offering \$3,975 in cash prizes for the best retailer tie-in displays using contest point-of-sale material provided by the company. The Dial contest is being promoted nationally through the four major media, magazine, radio, newspaper and television.

In Top Advertising Ten

Three soap producers rank among the 10 biggest spenders for advertising in four major media for the first six months of this year. Proctet & Gamble Co., Cincinnati, is first in 1953 as well as 1952, with expenditures of \$19.5 million and \$19.4 million, respectively. In third place is Colgate-Palmolive-Peet Co., Jersey City, N. J., with \$13.3 million in 1953 and \$10.2 million in 1952, which also

placed it in third place. Lever Brothers Co., New York ranks fifth for both years, having spent \$9.1 million in the first six months of 1953, compared with \$8.9 million in the comparable 1952 period.

Perfumers Join Colgate

Dr. Henry Gribou, formerly chief perfumer of Lever Brothers, Ltd., Canada, and Franya H. Zibrosky, recently with Felton Chemical Co., Brooklyn, have joined the staff of the perfumery division of the research and development department, Colgate-Palmolive-Peet Co., Jersey City, N. J., announced recently. They are located at the main laboratories in Jersey City.

Bachmann to Lecture

Pierre Bachmann, production chemist on the staff of L. Givaudan & Cie., S. A. Vernier-Geneva, Switzerland, has been appointed a lecturer at the University of Geneva, it was announced recently by Givaudan-Delawanna, Inc., New York. He is giving a course devoted to the instrumentation used in the chemical industry.

Mrs. Procter's Estate

The late Mrs. Jane E. Procter, 88, left an estate of \$11,497,818, it was disc'osed recently in an inventory filed with Probate Judge Chase M. Davies, Cincinnati. She was the widow of William Cooper Procter, son of the founder of Procter & Gamble Co., Cincinnati, and at one time president of the organization.

G. A. Pfeiffer Dies

Gustavus A. Pfeiffer, 81, one of the founders of what is now Warner-Hudnut Co., New York, died recently. He was the retired chairman of the board of William R. Warner & Co. and former president of Richard Hudnut, both of which companies now make up Warner-Hudnut.

BIMS Memorial Tournament

BIMS of New York held its third annual tournament in memory of Martin Schultes, founder, at the Wykagyl Country Club at New Rochelle, N. Y., on Sept. 22. The tournament included a steak dinner and prizes.

The Lowndes cup and illuminated parchment book presented to the directors of Lever Brothers Co., New York, by the board of Unilever. Sir Geoffrey Heyworth made the presentation to the Lever directors on a recent visit. John M. Hancock, chairman of Lever, accepted the cup, which dates back to 1702, on behalf of the Lever directorate.



Build Your Soap Sales on a Quality Foundation with

GIVAUDAN
AROMATIC CHEMICALS

Aromatic chemicals are the basis on which you build odor appeal in your soaps.

Specify Givaudan aromatic chemicals and you are *sure* of dependable quality and wide variety. They are products of a long and highly successful research program, which has not only added many new aromatics but has also established new standards of chemical purity and olfactory uniformity.

Listed below are only a few of the hundreds of aromatic chemicals now being produced by Givaudan.

Heliotropin Hydratropic Aldehyde Irisones (Ionones) Jasmonyl Laurine® (Hydroxycitronellal) Linalool and Esters Terpineol and Esters Methyl Acetophenone Methyl Cinnamate Musk Ambrette Musk Xylol Moskene® Phenyl Acetaldehyde Phenyl Ethyl Acetate Phenyl Ethyl Alcohol Oranger Crystals (Methyl Naphthyl Ketone) Vanillin Raldeines (Methyl Ionones) Safrol Yara Yara



Leaders in Aromatic Chemical Research 330 West 42nd Street New York 36, N. Y.

Branches: Philadelphia • Boston • Cincinnati • Detroit Chicago • Seattle • Los Angeles • Toronto

Seek Lower Shampoo Freight Rate

M ANUFACTURERS of sham-poos recently organized a Shampoo Manufacturers' Freight Committee in an effort to secure a more favorable freight rate for shampoos. This committee is under the joint sponsorship of the Toilet Goods Association and the National Beauty and Barber Manufacturers' Association. The committee is seeking to have the ICC reverse a 1947 order, whereby it put a special classification on shampoos, rating them at a "toilet preparations" level, rather than in the "soap" classification they had previously been given. At the present time, shaving creams and soaps are allowed shipping rates lower than those for shampoos.

Action to secure lower freight rates is in line with speeches made at the 49th annual meeting of the Beauty and Barber Supply Institute, held recently at the Hotel Statler, New York. Mr. Bottenfield, president of the Institute and head of his own supply firm in Pittsburg, Kans., told the members that distributors are refusing to buy from manufacturers who refuse to share costs, because jobbers, who absorb freight and shipping costs, no longer make an operating profit.

Truck shipments costs have risen 316 to 354 percent since 1939; express shipments have gone up a minimum of 175 percent since 1945, and parcel post costs have advanced 100 to 142 percent since 1949, Mr. Bottenfield pointed out. He reminded the group that after Oct. 1 the parcel post increase would be 175 to 229 percent higher than the 1939 rate. Rail freight charges on beauty and barber supplies, he said, have increased 200 percent since 1939. However, Karl H. Mamlok, president of the National Beauty and Barber Manufacturers Association, told the group that some manufacturers were paying all or part of freight charges. He said many could not do this, because such action would result in a "bad profit squeeze."

The following executive committee was appointed to manage and conduct the affairs of the Shampoo Manufacturers' Freight Committee: Edward J. Breck, John H. Breck, Inc., chairman; Gustave D. Cederhoim, Warner-Hudnut, Inc.; Jule Gordon, J. B. Williams Co.; Karl H. Mamlok, Turner Hall Corp.; Edward Mathews, Affiliated Laboratories; Frank R. McDermott, Stephan Distributing Corp.; William Metzger, Sales Affiliates, Inc.; and Harold F. Bertrand, Turner Hall Corp., secretary-treasurer.

Werner Convention Chmn.

William G. Werner, director of public relations for Procter & Gamble Co., Cincinnati, was recently elected chairman of the convention committee for the 27th annual meeting of the Association of Soap & Glycerine Producers, slated to be held at the Waldorf-Astoria Hotel, New York, Jan. 26, 27 and 28. Mr. Werner succeeds the late James A. Reilly of Colgate-Palmolive-Peet Co., Jersey City, N. J., who has been the convention chairman for the past several years.

The board of directors of the Soap Association met at the Black-stone Hotel, Chicago, Sept. 17.

C-P-P Launches New Fab Box

A series of seven radio and TV star photographs appear individually in semi-glossy black and white enlargements on the new boxes of "Fab" detergent, it was announced recently by Colgate-Palmolive-Peet Co., Jersey City, N. J. The series of seven pictures includes 10 entertainers: Dean Martin

Dean Martin and Jerry Lewis, Colgate-Palmolive-Peet Co. sponsored TV stars as they appear on back of new "Fab"" package.



and Jerry Lewis, Jimmy Durante, Eddie Cantor, Donald O'Connor, Abbott and Costello, Bess Myerson and Randy Merriman, and Warren Hull, stars of three shows sponsored by Colgate.

New Diamond Divisions

Election of two executives as vice-presidents and the formation of two new autonomous divisions, were announced recently by Raymond F. Evans, president, Diamond Alkali Co., Cleveland. W. H. McConnell, director of sales, has been named vice-president of sales. C. E. Lyon, works manager of the electrochemical plant at Houston, Tex., also becomes a vicepresident. The new autonomous divisions are the plastics and agricultural chemicals division with A. L. Geisinger, vice-president, as general manager; and the chromium chemicals division with Frank W. Jarvis as general manager.

Consulting Chemists Meet

Celebration of the 25th anniversary of the Association of Consulting Chemists and Chemical Engineers, Inc., will be held at the Belmont Plaza Hotel, Baroque Room, New York, on Oct. 27, it was announced recently. The program includes a banquet, dance and entertainment.

W. H. Dunney, Sr. Dies

William H. Dunney, Sr., an executive of Ungerer & Co., New York, died recently at his home in Clifton, N. J. He started his career in essential oils when he joined the staff of Antoine Chiris in 1903. He occupied several positions with the firm, and was in charge of production when he left the firm in 1925. In that year, he became associated with the firm of Wangler-Budd, and joined Ungerer when the two companies merged in 1935. He was also the first president of the American Perfumers Association. A Spanish-American War Veteran, Mr. Dunney was a past commander of District One of the Veterans of Foreign Wars and a past commander of the Clifton City Post. He is survived by two sons, William H. Dunney, Jr., a perfumer and vicepresident of Ungerer & Co., and Commander Howard D. Dunney.



WIN ER-PHENE is probably the most pleasing and efficient method of deodorizing offered on the market today. Its refreshing odor of mint absorbs and eliminates objectionable odors and its powerful germicidal action destroys bacteria, usually the source of these unpleasant smells.

WINTER-PHENE is a powerful fungicide and prevents the growth of mold and the accompanying musty odor so often found in damp places, especially during the summer and fall.

Indeed, the uses for this germicide are almost limitless. Effective in the prevention and control of Athlete's Foot, for disinfecting floors in institutions, in the home, the gymnasium, locker rooms and other public places.

WINTER-PHENE is brilliant green in color and packed in 55, 30, 15, 5 and 1-gallon containers. We will gladly send a sample upon request.

James Varley & Sons, INC. 1200 SWITZER AVENUE SAINT LOUIS 15, MO.

Winter-phene

A GERMICIDE WITH A DELIGHTFUL MINT ODOR

Emery Ups Van Tuyle

R. A. Van Tuyle has been elected recently a director, and vicepresident in charge of manufacturing by Emery Industries, Inc., Cincinnati.



R. A. VAN TUYLE

Mr. Van Tuyle has been associated with Emery for 19 years. During most of that period, he has served as research director. In 1949, he became chemical director, in charge of all research, control, chemical engineering and experimental development activities. In his new capacity, he supervises all chemical manufacturing operations, including the ozone-oxidation plant recently announced by Emery. He was graduated from the University of Cincinnati, and also did post-graduate work at Massachusetts Institute of Technology.

Oil Chemists' Fall Meeting

The program for the 27th annual fall meeting of the American Oil Chemists' Society, to be held in Chicago at the Sherman Hotel, Nov. 2-4, was announced recently by H. T. Spannuth, program chairman. Subjects on soaps and detergents are as follows:

"A Dynamic Foam Test for Evaluation of Hand Dishwashing Compositions," by L. E. Weeks, J. C. Harris, and E. L. Brown, Monsanto Chemical Co., St. Louis. "The Sulfonation of Detergent Alkylate with Stabilized Sulfur Trioxide," by K. R. Gerhart and D. O. Topovac, Continental Oil Co., Ponca City, Okla. "A Laboratory Distillation Method for the Evaluation of Crude Glycerin," by

F. Schlacter and H. D. Hoffman, Armour and Co., Chicago. "Surface-Active Properties of Salts of Alpha-Sulfonated Acids and Esters," by A. J. Stirton, J. K. Weil, R. G. Ristline, Jr., Eastern Regional Research Laboratory, Philadelphia. "A Titrimetric Method for Total Phosphorous Pentaoxide," by J. T. R. Andrews, Procter and Gamble Co., Cincinnati.

P&S Fetes deVries

To celebrate the 25th anniversary of Charles de Vries' service with Polak & Schwarz, Inc., New York, a party was held recently in the main office of the company. Mr. de Vries, who is treasurer and a director of Polak & Schwarz, started as sales representative in Zaandam, Holland. He took charge of the entire South American operation during World War II.

NOCS Hears Boden

At the first dinner meeting of the fiscal year 1953-54, members of the Northeast Oil Chemists' Society heard Charles W. Boden, Jr., chemical industry sales manager of Minneapolis Honeywell Regulator Co., discuss automatic measuring and control instruments and their application to processing problems. The meeting was held on Oct. 6, at the Building Trades Employers Association headquarters, New York.

Eighteen executives and personnel of Magnus, Mabes & Reynard, Inc., New York, tendered a luncheon to Miss Maryanne James, assistant secretary and assistant treasurer of the company. The celebration was a dual one—marking Miss James' birthday and her completion of 31 years of service with the company. Miss James entered the employ of MM&R on her birthday in 1922.



Heads New Calco Dept.

Establishment of a new market research and development department at the Calco Chemical division of American Cyanamid Co. in Bound



A. R. LOOSLI

Brook, N. J., was announced recently by S. C. Moody, Calco general manager and Cyanamid vice-president. At the same time, the company announced that Alden R. Loosli has been named manager of the new department. He also continues in his present post of assistant to the general manager.

The new department, which includes the existing market research department, conducts market surveys and makes economic studies for new products and their uses, and proposed expansion of established products. Also, it promotes the initial sales of new products requiring market exploration. Wiley W. Carr continues in his position of manager of the market research section of the new department.

C-P-P Kitten Premium

A premium offer of a "Palmolive Green Baby Kitten" for 50 cents and three regular or two bath-size wrappers from Palmolive Soap, was announced recently by Colgate-Palmolive-Peet Co., Jersey City, N. J. The green plush animals are the same color as Palmolive Soap. They feature pink ears and nose, and a pink bow. A large "Palmolive Mother Cat" is also available for one dollar and the same number of soap wrappers.

GE DRYMET* when it's DRYMET

the economical detergent silicate

Sixty pounds of DRYMET—
anbydrous sodium metasilicate—will
do the same amount of work as one
hundred pounds of pentahydrate
sodium metasilicate! You get
approximately two thirds more
chemical value in DRYMET, yet the
price is less than one fourth higher
at the producing factory!

DRYMET contains no water of crystalization. DRYMET is more economical to use on the basis of Na₂O (alkalinity) and SiO₂ (silicate) than *any other* type of anhydrous or hydrated detergent silicate.

If you are compounding with detergent silicates, investigate DRYMET for higher concentrations and longer mileage in such products as:

- 1. Floor Cleaners
- 2. Laundry Products
- 3. Metal Cleaners
- 4. Dairy Cleaners
- 5. Dishwashing Compounds
- 6. General Purpose Cleaners
- 7. Soap Builders
- 8. Paint Cleaners
- 9. Paper De-inking Compounds

If you are using detergent silicates directly in your operations, investigate DRYMET for:

- 1. Reductions in product costs
- 2. Reductions in freight costs
- 3. Reductions in storage costs
- 4. Reductions in handling costs
 - Reductions in labor costs

*Reg. U. S. Pat. Off.



Send for DRYMET File Folder containing complete technical information.

HEAVY CHEMICAL DEPARTMENT

Coules CHEMICAL COMPANY
7016 EUCLID AVENUE . CLEVELAND 3, OHIO

SOAP and SANITARY CHEMICALS

New Monsanto Department

Formation of an application research department and broadening of activities of the development of



JAY C. HARRIS

the merchandising division were announced recently by Roy L. Brandenburger, division general manager, Monsanto Chemical Co., St. Louis. The development department is studying new markets for certain of its chemical specialties and evaluating new products for consumer sale.

At the same time, Monsanto announced that J. C. Harris, assistant research director of the central research department, has been named director of the newly established application research group in Dayton, O. Robert E. Smith of Detergents, Inc., Columbus, O., has been named manager of household product development, working with Otway W. Rash, merchandising division development director, in carrying out these activities

Mr. Harris, who was graduated from Washington State College, joined Monsanto in 1936 as a research chemist, and was named group leader in 1944. He was appointed as assistant director of the central research department in 1951, in charge of application research with particular emphasis in the soap and detergent field.

Mr. Smith, a 1943 graduate of the University of Alabama, joined Monsanto in 1947 at Anniston, Ala. He left the company to join Detergents, Inc., in 1949, and rejoined Monsanto when it acquired Detergents, Inc., earlier this year.

Lind Retires from Dow

Retirement of Carl O. Lind from his position in the New York sales office, was announced recently by Dow Chemical Co., Midland, Mich. He joined Dow in 1924 and throughout his 29 years with the company, he has been connected with general chemical sales and technical contacts, covering New England, New York state, and portions of the eastern part of Pennsylvania.

Straygold Forms New Firm

Formation of J. B. Straygold Associates, New York, to act as consultants in designing and setting up of production and packaging facilities for all types of detergents and chemical specialties was announced recently by J. B. Straygold. Mr. Straygold also continues as president of Van Pell Chemical & Supply Corp., New York, in which capacity he has served for a number of years. Van Pell Chemical specializes in private label manufacturing and contract filling for the trade.

Pests Attack Fiji Copra

A widespread campaign has recently been instituted by the Fiji Islands administration, to fight the rhinoceros beetle which threatens to ruin the multi-million dollar copra industry. The administration has set up a rhinoceros beetle eradication board and allocated \$110,000 to fight the pest. The government also assigned two experienced entomologists and a chemist on full-time research in antibeetle warfare. One of the men will lead a team to search in Asia and Africa for parasites that might attack the rhinoceros beetle. The second team will stay in the Pacific and try out any possible parasites the Africa-Asia squad finds. The chemist will test chemicals and the effects of noise and light, or food, which could trap the beetles into destruction. The government also ordered 1,500 predatory beetles flown here from Trinidad. These beetles live on grubs and although no one is definite, are likely to feed on the rhinoceros beetles. They are otherwise harmless because they are not interested in plant life.

Dugan Joins D&O Staff

Appointment of James A. Dugan to the sales staff of its Boston office was announced recently by



JAMES A. DUGAN

Dodge & Olcott, Inc., New York. A graduate of Manhattan College in 1940, he has been a sales representative in the chemicals and equipment field for the past five years. Mr. Dugan's headquarters are in the Park Square office, managed by Ed Wyluda.

Jack Marx Dies

Jack F. Marx, 71, owner of the City Hide & Tallow Co., Louisville, Ky., died recently. He had been with the company 50 years. Survivors are his wife, Mrs. Stella Marx; a son, Nathan Marx; a daughter, Mrs. Irvin A. Kaufman; three sisters, Mrs. Rena Grabfelder, Mrs. Margaret Weis, and Mrs. Selma Steinberg, and two grand-children.

New Family Sponge Pack

A new "Family Pack" of colored cellulose sponges in 10 sizes for special household uses, has recently been introduced on the market, according to R. C. Myers, manager of cellulose sponge sales, E. I. du Pont de Nemours & Co., Wilmington, Del. The sponges are packaged in a cellophane bag containing a saddle label with a prominent price spot for self-service selling. Bags are packaged 24 to a shipping carton. Dealers are allowed a special 10 percent promotional allowance. Suggested retail price for the product is 49 cents.

ARE YOU STILL SEEKING A BETTER ODOR FOR YOUR



DETERGENT?

IF SO, you can end your search HERE! Now that may sound smugly overconfident, but let us explain . . . The development of an odor satisfying to a customer's specifications as to fragrance and price presents no great problem to the supplier if he can meet two basic needs: First, he must have a staff so capable and experienced that it can cope with any perfume problem the product might present. Second, his organization should be so geared to the purchase and control of raw materials that the best in quality and price can be constantly assured. It is because our organization does fulfill these conditions that we feel we can be of helpful assistance to the soap or detergent manufacturer whose ideas of fragrance, quality and price have not yet been tully satisfied.

ALSO

PERFLIME

SPECIALTIES

FOR:

AEROSOLS

CLEANING COMPOUNDS

DEODORANTS

DISINFECTANTS

FLOOR POLISHES

FORMALDEHYDE SPRAYS

HOUSEHOLD SPRAYS

INSECTICIDES

LAUNDRY SOAPS

LIQUID SOAPS

PARA BLOCKS

SCOURING POWDERS

SHAMPOOS

TOILET SOAPS

ETC.



BRANCH OFFICES and "STOCKS: Atlanta, Georgia, Boston, Massachusetts, "Chicago, Illinois, Cincinnati, Obio, Cleveland, Obio, "Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, "Toronto, Canada and "Mexico, D. F. FACTORY: Clifton, N. J.

Standard Making Alkylate

Production of detergent alkylate has been started in a new plant erected at its refinery in Whiting, Ind., according to a recently issued announcement by A. F. Endres, refinery manager, Standard Oil Co. of Indiana. He commented, in noting the rapid rise in use of synthetic detergents since World War II, that the plant would have supplied the base for all finished detergents manufactured in the country a decade ago, whereas now its output represents only a small percentage of the national demand.

Fatty Acids Stocks Dip

Production of fatty acids in July, 1953 totaled 27.7 million pounds, somewhat below the June level, but higher than last year's July figures, according to figures of 19 reporting manufacturers, the Association of American Soap & Glycerine Producers, Inc., announced recently. Total disposition was 28 million pounds, five million below the June total, but above last July's 25 million pounds level. Stocks increased over the June figure to 40 million pounds.

Production for July (in thousand pounds) was: stearic acid (40-50 percent stearic content) 3,863; other stearic acids, 6,757; high palmitic, 287; hydrogenated fish and marine mammal, 1,140; lauric-type acids, 1,324; other saturated, 510; oleic acid, 6,335; animal fatty acids, 2,453; vegetable or marine fatty acids, 1,511; unsaturated fatty acids (I.V. 116 to 130), 1,560; unsaturated fatty acids (I.V. over 130), 1,929. Disposition (in thousand pounds) was: stearic acids, 3,985; other stearic acids, 6,071; high palmitic, 388; hydrogenated fish and marine mammal, 1,112; lauric-type acids, 1,423; other saturated, 552; oleic acid, 6,260; animal fatty acids, 2,333; vegetable or marine fatty acids, 1,633; unsaturated fatty acids (I.V. 116 to 130), 1,834; unsaturated fatty acids (I.V. over 130), 2,467.

Emery Names Estes

Dr. R. Ray Estes has been appointed to the research staff of Emery Industries, Inc., Cincinnati, according to a recent announcement by Dr. R. G. Kadesch, research director. Mr. Estes is connected with the new chemicals department under the immediate direction of Dr. C. Goebels. Mr. Estes comes to Emery from the University of Kentucky where he has been assistant professor in chemistry and director of research for the past seven

years. Prior to that, he was associated with Armour Laboratories, University of Texas and Emory University. He



DR. RAY R. ESTES

received his B.S. degree at Berry College in Alabama, an M.S. degree at Emory University and his Ph.D. at the University of Texas.

Reid in New Post

Appointment of John F. Reid as sales representative in the Buffalo, N. Y. area, for the sales of its entire line of vegetable oils, was announced recently by Spencer Kellogg and Sons, Inc., Buffalo. Mr. Reid joined the firm in 1944 as advertising consultant. In December 1950 he became trade sales representative in which capacity he has served until his recent appointment.

Int. Minerals Names Wilson

Appointment of James A. Wilson as production manager of the chemical phosphates department, was announced recently by International Minerals & Chemical Corp., Chicago. Mr. Wilson succeeds F. B. Bowen, production manager of the rock phosphates department, in responsibilities pertaining to the new Bonnie chemical plant at Bonnie, Fla.

Dampier Off to Germany

John L. Dampier, vice-president of Lever Brothers Co., New York, and four other American business experts left recently for Western Germany, to conduct seminars for business men in American marketing and distributing methods.

New Car Wash

A new car wash, "Washine," that requires no sponge, chamois or rinse to clean a car, was introduced recently by Bandimere Mfg. Co., Dener. The product is being distributed by Quality Products, P. O. Box 1183, Gering, Neb.

Sexton Heads C. D. & C. A.

Election of Owen G. Sexton as its president for the 1953-54 season was announced recently by the Cincinnati Drug and Chemical Association. Mr. Sexton is purchasing agent for H. Blacker Printing Ink Co., Cincinnati. Other officers elected are Vernon B. Tucker, Mallinckrodt Chemical Works, vice-president; Jack C. Hutchinson, Monsanto Chemical Co., secretary; Clark C. Nowland, Jr., of George H. Nowland Co., treasurer. The board of trustees includes the above officers and James R. Harrington, Monsanto Chemical Co.; Lawrence J. Meiners, Merchants Chemical Co.; S. E. Spencer, Jr., Wm. S. Merrill Co.; and Paul N. Wiemer, Jr., Paul Wiemer Co., the retiring president.

Chemical Sales Clinic

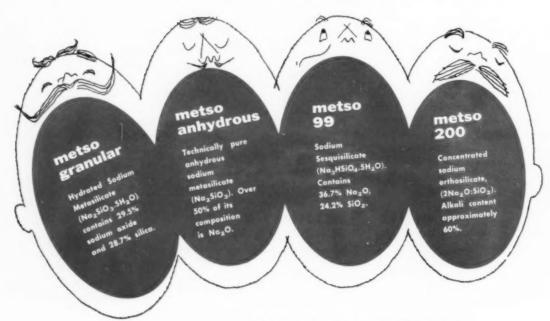
The second chemical sales clinic, sponsored by the Salesmen's Association of the American Chemical Industry, will be held Oct. 19-20, at the Hotel Commodore, New York. Keynoting the two-day program will be an address by John C. Leppart, who will discuss "Chemical Selling in Today's Economy." Mr. Leppart is president of E. R. Squibb & Sons, New York, and executive vice-president of Mathieson Chemical Corp., Baltimore, of which Squibb is a division. He will address the banquet on Oct. 19.

John F. Crowther, Stauffer Chemical Co., New York, will outline the pros and cons of technical training as it relates to chemical selling. Use of "in-company" training for chemical salesmen will be covered by H. D. Hughes, general sales manager, industrial sales division, Carbide & Carbon Chemicals Co., New York. C. E. Avery, Pfaudler Co., Rochester, N. Y., will look into the problem of compensation for chemical sales personnel.

the

metso quartette

for compounding cleaners



Cleaners and detergents which use these harmonious silicated alkalies earn the highest score for perfect detergency.

Metso Silicated Detergents supply balanced alkali plus soluble silica so that they not only remove soil quickly and efficiently but also control corrosive action on metals and enamels.

When you choose Metso you can be sure of uniform attractive appearance and quality that is checked and re-checked before shipment.

Quartette Bulletins for your files.

- # 41-1, "Metso Granular, Its Properties & Uses"
- # 41-10, "Metso Anhydrous, Sodium Metasilicate Anhydrous"
- # 41-8, "Metso 99 Industrial Alkali & Detergent"
- # 41-15, "Metso 200, Sodium Orthosilicate Heavy Duty Cleaner for Industry"

P. Q. Silicates of Soda metso® detergents



Philadelphia Quartz Co. 1152 Public Ledger Bldg., Philadelphia 6, Pa.

Topper Changes Name

The name of Topper Equipment Co., manufacturers of metal cleaners and solvents, has been changed to the Circo Equipment Co., according to a recent announcement by Melville Morris, president. The company is located at 120 Central Ave., Rahway, N. J.

Detergents on Farms

A new marketing booklet, "The Subscribers to Capper's Farmer Report on Laundry Equipment and Cleaning Supplies," has recently been published by Capper's Farmer, Topeka, Kan. The study describes the types of products and equipment used by farm housewives for the household laundry and other cleaning jobs. Comparison of the results of this latest study with those of similar studies conducted in 1948 and 1950 shows an expanding market for soaps, detergents and other cleaning supplies. The modernization of farm laundry equipment and cleaning methods is also shown by the use of household detergents.

The report revealed that the great majority of the farm families studied use synthetic detergents for washing dishes, clothing, floors, woodwork, painted walls and dairy equipment. Major brands of soap, however, are holding their own for washing silks, rayons, nylons and woolens. The study indicated that farm wives are decidedly brand conscious. Percentage of users and brand preference for many other types of laundry and cleaning supplies, such as laundry starch, bluing, bleach, scouring pads, cleansers, floor wax, glass cleaners and toilet bowl cleaners, are shown in the report. Copies of this report are available upon request to Victor Hawkins, director of research, Capper Publications, Inc., 912 Kansas Ave., Topeka, Kan.

C-P-P Names Bricker

John L. Bricker has been named assistant sales manager in the home office sales department of the toilet goods division of Colgate-Palmolive-Peet Co., Jersey City, N. J., it was announced recently by J. A. Straka, executive vice-president. Mr. Bricker joined Colgate in 1949 in the syndicate sales department. For two years he was

assistant to the syndicate sales manager and since 1951, he has been assis-



JOHN L. BRICKER

tant promotional and merchandising manager.

Quick Laundry Packs

Individual detergent packets for personal laundry uses while traveling have recently been introduced by Doyle-Decker, Inc., New York. Trademarked "Trip-Suds," a package of 20 packets, plus a bonus plastic hanger, sells for \$1.00. Each "one-wash" packet are made spillproof since the heat-sealed plastic coated packets will not break open, state the makers.

Soap in New Sample Pack

A new product sampling service designed to reach the traveling public has recently been announced by Travel-Pax, a division of Gift-Pax, Inc., New York. The "Travel-Pax," a luggage type package is being distributed to men and women guests by hotels, airlines and travel agents throughout United States, Central and South America. Included in the package are 10 to 12 nationally advertised items such as soap, toothpaste, shaving creams, razor blades, cologne and antiseptic. The cost to the donor is approximately 20 cents per unit. Packages are distributed by the hotels without charge to the guest as he or she registers. Each package is individually imprinted for each hotel. The company states that more than 250 hotels and resorts, two airlines and 80 travel agencies are now co-operating in this controlled sampling plan.

P&G Open House

A special open house with tours through the plant at five minute intervals, was held recently at the Dallas plant of Procter & Gamble Co., Cincinnati. The company set up an attended nursery for children under seven, in order that parents could enjoy the inspection trip without any distraction.

Doubts Chlorophyll Claims

The true value of chlorophyll derivatives taken internally to reduce unpleasant body odors has not yet been determined despite claims by its promotors, according to an editorial appearing recently in the Journal of the American Medical Association. No final conclusion can be reached until the composition of the various preparations is more exactly delineated, the fate of injested chlorophylls in the body is determined, and more objective testing has been done, the editorial said.

P. I. Copra Exports High

Philippine copra exports during July totaled 55,489 long tons, the largest monthly shipment so far this year, according to the Foreign Agricultural Service report, issued recently. Exports were 40 percent above the previous month and 30 percent greater than shipments during July, 1952.

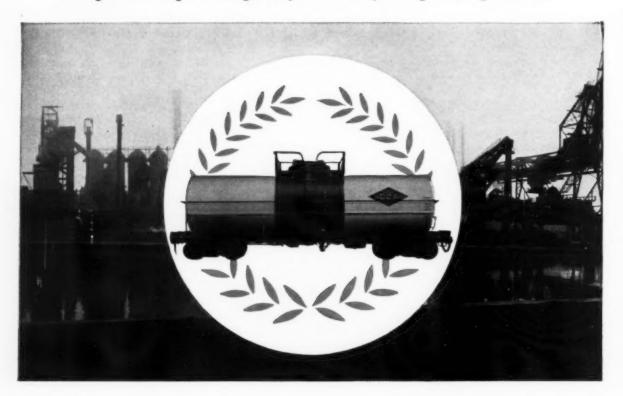
Total shipments during January-July of this year amounted to only 281,299 long tons, against 341,379 tons in the comparable period of 1952. The breakdown of the July copra exports by country of destination is as follows: United States—24,429 tons; Canada — 1,500; Venezuela—3,058; Columbia—1,015; Italy—2,000; Germany — 5,307; Netherlands — 7,066; Norway — 4,127; Denmark — 2,800; Spain — 676; Belgium — 2,511, and Europe, unspecified—1,000 tons.

July exports of coconut oil totaled 4,931 tons, approximately the same as the June shipments but a decrease of about 40 percent from July, 1952. January-July exports amounted to 26,170 tons against corresponding shipments of 48,136 tons in 1952. The entire July shipments of oil came to the United States.



DOW CAUSTIC SODA GIVES THE PROCESSING RESULTS YOU WANT

The uniform, high quality of DOW CAUSTIC SODA can be depended upon to greatly benefit your plant operation



Once your processing methods and materials are set, you have to be certain that the standards are maintained to assure the same efficient results every time.

If you use caustic soda, you can benefit your processing operations by ordering from Dow. Dow caustic soda is quality controlled through all stages of production so that you can always depend on consistency of product. The shipment you receive tomorrow, a month from tomorrow, a year from tomorrow will all be uniform, will all produce the same results you require.

This consistent high quality factor in Dow caustic soda is extremely important to the efficiency of your plant. And, it is the same regardless of what form you buy. Dow can meet your requirements for 71-73% solution, 48-50% solution, solid, flake and ground flake.

The next time you order caustic soda, order from Dow for dependability of product, dependability of service. Dow's famous distribution network will meet your needs wherever you are. Send for the DOW CAUSTIC SODA HANDBOOK, a valuable addition to your files. THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on **DOW CHEMICALS**



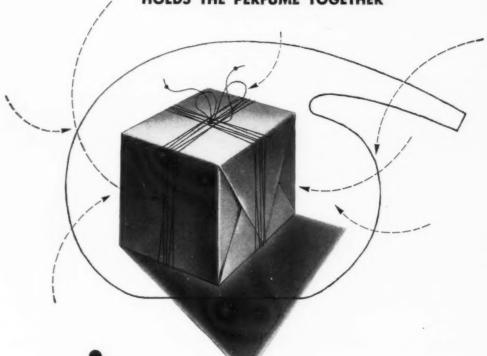
THE new aromatic chemical musk-tonkin type lasting, economical

Useful addition to present standard fixatives

Does not discolor perfumes, creams, soaps, and other cosmetic preparations

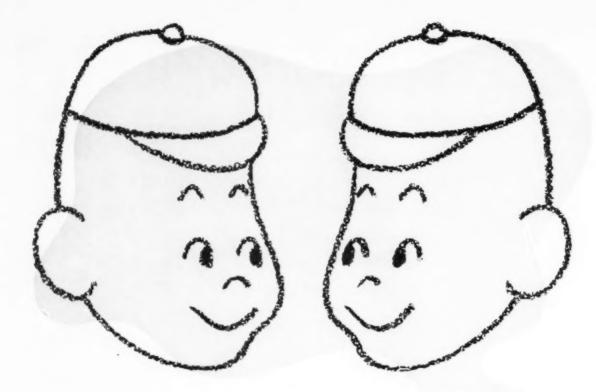
Like a string around a package, it...

HOLDS THE PERFUME TOGETHER



Polak's Frutal Works, Inc., Middletown, New York

*Domestic and Foreign Patents applied for.



Why are Jimmy and Timmy like **DREYER SYNTHETIC SCENTS?**

The kids are twins. You can't tell them apart.

It's not too easy, even for perfume experts, to tell Dreyer Synthetic Scents from the original odors.

The natural products are stable—Dreyer Floral Creations and Bouquets are very stable and easy to work with. They have lasting body and substance. Dreyer chemists have made them more uniform than Nature's scents usually are.

Dreyer prices will stay stable, too! Dreyer Floral Creations and Bouquets cost you less to buy—and keep on costing you less to use. For more profitable perfume products, start depending on Dreyer Synthetics. See what you'll save. Send for samples today.

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for Essential Oils, Aromatic Chemicals, Perfume Compounds

Please send your catalogue of Dreyer Synthetic Scents	. I'm especially interested in samples of
YOUR NAME	YOUR COMPANY
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Bids and AWARDS

VA Shave Cream Award

Comfort Manufacturing Co., Chicago, received the award on brushless shaving cream, included in a recent opening for miscellaneous supplies by the Veterans Administration, Washington, D. C., with bids of 95 cents on item one and 98 cents on item two.

Tesco Submits Low Bid

A recent opening for miscellaneous supplies by the Federal Supply Service, Dallas, Tex., included type I dishwashing compound, 19,200 pounds. The low bid of 8.59 cents was submitted by Tesco Chemicals, Inc., Atlanta, Ga.

Low DDT Aerosol Bid

Chase Products Co., Maywood, Ill., submitted the low bid of 45 cents on 4,848 DDT aerosol units in a recent opening for miscellaneous supplies by the General Services Administration, Washington, D. C.

GSA Laundry Soap Awards

Awards on laundry soap in a recent opening for miscellaneous supplies by the General Services Administration, Washington, D. C., went to the following firms: General Soap Co., Chicago, item one, 9.8 cents per pound; Iowa Soap Co., Burlington, Ia., item two, 4.25 cents per pound; E. F. Drew & Co., New York, item three, 6.49 cents per pound; and Stahl Soap Corp., Brooklyn, N. Y., item four, 11.98 cents per pound.

Trio Low Soap Paste Bid

A low bid of \$1,256.10 on 15,900 pounds of soap paste was submitted by Trio Chemical Works, Brooklyn, in a recent opening for miscellaneous supplies by the Post Office Department, Washington, D. C.

Misc. GSA Awards

In a recent opening for miscellaneous supplies by the General Services Administration, Washington, D. C., the award on 1,800 pounds of dishwashing compound went to Chemical Sales, Washington, D. C., with a bid of 11.5 cents. Colgate-Palmolive-Peet Co., Jersey City, N. J., with a bid of \$14.45 a case, was the successful bidder on sixty cases of floating toilet soap, 500 cakes to the case.

Low Scouring Powder Bid

B. T. Babbitt, Inc., New York, submitted the low bid of 4.4 cents on 11,136 cans of scouring powder in a recent opening for miscellaneous supplies by the Post Office Department, Washington, D. C.

Grit Soap Award

Newell Gutradt Co., San Francisco, won the award on 15,000 cakes of grit soap in a recent opening for miscellaneous supplies by the Post Office Department, Washington, D. C., with 2.82 cents a cake.

Steam Cleaner Award

Axton - Cross Co., Shelton, Conn., received the award on 36,550 pounds of steam cleaning compound in a recent opening for miscellaneous supplies by Letterkenny Ordnance Depot, Pa. The Axton-Cross bid was 8.483 cents per pound.

Floor Wax Awards

In a recent opening for miscellaneous supplies by the Ordnance Arsenal, Aberdeen, Md., Charles Janitor Supply Co., Baltimore, won the award on 2,500 gallons of water emulsion floor wax with a bid of 88.5 cents per gallon. Puritan Chemical Co., Atlanta, submitted the low bid of 61.8 cents in a recent opening for 5,940 gallons of water emulsion floor wax by the 3rd Army Area, Camp Rucker, Ala.

PO Polish Bids

Liquid furniture polish, 600 gallons, and liquid metal polish, 600 gallons, were included in recent openings for miscellaneous supplies by the Post Office Department, Washington, D. C. A low bid of 54 cents was sub-

mitted on the furniture polish by Chemicals by Bilco, Inc., Brooklyn, N. Y. Trio Chemical Works, Brooklyn, N. Y., submitted the low bid of 48 cents on the metal polish.

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Floor Cleaner Award

The award on 200,000 pounds of floor cleaner in a recent opening for miscellaneous supplies by the Watervliet Arsenal, Mass., went to Travelon Oil Co., Rochester, N. Y., with a bid of 2,3925 cents a pound.

Stahl Low Soap Bidder

Stahl Soap Corp., Brooklyn, submitted the low bid of 7.83 cents on 80,000 pounds of floating toilet soap, in a recent opening for miscellaneous supplies by the Post Office Department, Washington, D. C.

Low Dishwash Comp. Bid

In a recent opening for miscellaneous supplies by Federal Supply Service, Kansas City Mo., Etsol Synthetic Products, Detroit, submitted the low bid of 8.49 cents on 20,000 pounds of dishwashing compound.

Alkali Cleaner Award

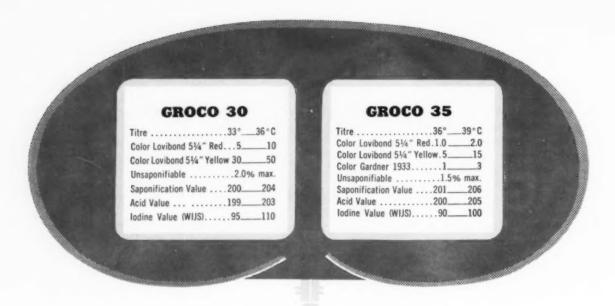
In a recent opening for miscellaneous supplies by the Springfield Armory, Mass., the award on 45,000 pounds of alkali cleaner went to Angler Chemical Co., Norton, Mass., with a bid of 7.76 cents per pound.

B & M Low Bidder

Baird & McGuire, Inc., Holbrook, Mass., submitted the low bid of \$1.25 on insecticide, included in a recent opening for miscellaneous supplies by the Federal Supply Service, New York.

National Can Expands

Expansion of production facilities at its Hamilton, O. plant was announced recently by F. A. Fischer, plant manager, National Can Corp., New York. The first phase of this expansion program, Mr. Fischer said, is the purchase of automatic double-die press units for the production of can ends. Other steps in this program will be the installation of new can manufacturing lines and the acquisition of additional press equipment, he said.



A Stereoscopic View of A. Gross Cottonseed Fatty Acids

A. GROSS' distilled COTTONSEED FATTY ACIDS are recommended for the manufacture of soaps, polishes, insecticides, lubricating greases, alkyd resins, adhesives, buffing compounds, grease sticks and for the compounding of rubber.

The double distilled grade, GROCO 35, is tailored for use where exceptionally light color is essential, while the single-distilled grade, GROCO 30, is offered where high fatty acid content combined with a low price is desired.

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Factory, Newark, N. J. • Distributors in Principal Cities • Manufacturers Since 1837

NEW Erade Marks

THE following trade marks were published in recent issues of the Official Gazette of the U. S. Patent Office in compliance with section 12(a) of the Trade Mark Act of 1946. Notice of opposition under section 13 may be filed within 30 days of publication in the Gazette. See rules 20.1 to 20.5. As provided by section 31 of the Act, a fee of \$25 must accompany notice of opposition.

Vineland—This for a germicide and disinfectant. Filed May 19, 1952 by Vineland Poultry Laboratories, Landis Township, Cumberland County, N. J. Claims use since 1935.

Acintol—This for tall oil fatty acid. Filed Nov. 28, 1952 by Arizona Chemical Co., New York. Claims use since May 11, 1950.

Ever-Gleam—This for preventing silver tarnish, filed Feb. 18, 1953 by Gem Gleam Co., Colorado Springs, Colo. Claims use since Jan. 1, 1952.

Colorlume—This for chemical compounds for dry cleaning. Filed Dec. 21, 1950 by Fry Brothers Co., Cincinnati. Claims use since June, 1950.

Our Own—This for sudsing cleaner, cleanser and detergent. Filed Feb. 7, 1952 by Hewitt Soap Co., Dayton, O. Claims use since Dec. 19, 1951.

Rubye Products—This for coconut oil detergent shampoo. Filed Apr. 15, 1952 by Allito Mfg. Co., Houston, Tex. Claims use since Mar. 15, 1951.

Surgi-Cen — This for surgical soap having bacteriostatic properties. Filed July 21, 1952 by Central Chemical Co., Kansas City, Mo. Claims use since Jan. 1, 1952.

Lumin—This for liquid cleaner for cleaning metal, lacquered, and painted surfaces. Filed Oct. 22, 1952 by Lumin Sales Corp., New York. Claims use since Sept. 1, 1950.

Super Mafos—This for alkali cleanser in briquet form, for use in dishwashing machines. Filed Nov. 15, 1952 by "J" Chemical Works, New York. Claims use since Jan. 2, 1942.

Dixi Pino—This for disinfectant. Filed Aug. 21, 1952 by Gerson-Stewart Corp, Cleveland. Claims use since January, 1918.

Ryanicide—This for control of field pests. Filed Mar. 30, 1953 by S. B. Penick & Co., New York. Claims use since Feb. 3, 1949.

Algaedyn—This for control of algae in swimming pools. Filed Apr. 14, 1953 by U. S. Movidyn Corp., Chicago. Claims use since Jan. 30, 1953.

P.C.&C. Co.—This for insecticide. Filed Apr. 15, 1953 by Pittsburgh Coke & Chemical Co., Pittsburgh, Pa.

Claims use since Mar. 18, 1946.

Oteen — This for deodorant mouth wash. Filed Jan. 4, 1951 by Pharma-Craft Corp., New York. Claims use since Jan. 21, 1949.

Nice—This for deodorant and anti-perspiration preparations. Filed Mar. 7, 1951 by Nice Co., Barton, Wis. Claims use since Oct. 16, 1950.

Mennen—This for personal deodorant. Filed Mar. 30, 1951 by Mennen Co., Morris Township, N. J. Claims use since July 12, 1899.

Kapoot — This for deodorant cream. Filed May 19, 1952 by Kapoot Industries, Los Angeles. Claims use since Apr. 25, 1952.

Better Brushes—This for cream deodorant. Filed Dec. 13, 1952 by Better Brushes, Inc., Palmer, Mass. Claims use since November, 1942.

Bucket O' Suds—This for synthetic detergent to wash automobiles. Filed Nov. 5, 1951 by Harold E. Little, Roanoke, Va. Claims use since Oct. 29, 1947.

West Point — This for hair shampoo. Filed Sept. 13, 1952 by Associated Brands, Inc., Brooklyn, Claims use since Oct. 9, 1931.

Clorolan—This for soap. Filed Aug. 11, 1952 by Charles Antell, Inc., Baltimore. Claims use since Aug. 1, 1952.

Porcelainize—This for automobile cleaner, polish, and finish. Filed Nov. 7, 1947 by Mildred A. Freeman, Denver. Claim suse since 1936.

ISCO—This for lanolin, beeswax, candelilla wax, carnauba wax, esparto wax, molding wax, ouricury wax, and palm wax. Filed Nov. 4, 1952 by Innis, Speiden & Co., New York. Claims use since Jan. 9, 1951.

Napasco—This for pine oil disinfectant. Filed Jan. 23, 1953 by National Paper & Specialty Co., Thibodaux, La. Claims use since September, 1948.

Benoxene—This for germicide. Filed May 15, 1952 by Bell and Thorne, Inc., Newark, N. J. Claims use since Sept. 10, 1951.

Baton—This for shaving cream. Filed Dec. 3, 1951 by Sears, Roebuck and Co., Chicago. Claims use since June 25, 1951.

Pennsalt Scale Remover 4— This for scale remover. Filed Feb. 15, 1952 by Pennsylvania Salt Manufacturing Co., Philadelphia. Claims use since Nov. 16, 1951.

Drybriten—This for cleaning compound for household textile furnishings. Filed Apr. 26, 1952 by Wade, Wenger & Associates, Chicago. Claims use since Feb. 18, 1952.

Service Master—This for cleaning compounds for household textile furnishings. Filed Apr. 26, 1952 by Wade, Wenger & Associates, Chicago. Claims use since Feb. 18, 1952.

Brite Side—This for all-purpose cleaning and polishing preparation. Filed Aug. 7, 1951 by Brite Side Products, Akron, O. Claims use since July, 1951.

Dura-Tex—This for self-polishing wax for creating a glossy protective coating on floor surfaces. Filed Jan. 28, 1953 by National Laboratories, Inc., Toledo, O. Claims use since Oct. 7, 1952.

Pinesol—This for disinfectants and deodorizers for household and industrial use. Filed June 12, 1952 by Shepard's Chemical Works, Wilmington, N. C. Claims use since Jan. 25, 1918.

Weedabomb—This for solution for the destruction of weeds. Filed Apr. 16, 1953 by Thompson Chemicals Corp., Los Angeles. Claims use since Feb. 25, 1953.

Thymoform—This for disinfectant. Filed Apr. 17, 1953 by Thymoform Co., Providence, R. I. Claims use since Dec. 1, 1925.

Instant-Dip—This for cleaning preparation in liquid form. Filed Mar. 21, 1952 by Lewal Industries, Inc., New York. Claims use since Jan. 15, 1952

Jean Wade—This for shampoo. Filed Feb. 20, 1953 by J. R. Watkins Co., Winona, Minn. Claims use since Feb. 16, 1932.

Steri-Dipe—This for sanitizing detergent. Filed Mar. 2, 1953 by Steri-Wite Corp., New York. Claims use since Feb. 9, 1953.

Aalco in Larger Plant

Acquisition of a new and larger plant for the manufacture of synthetic detergents and sweeping compounds, was announced recently by Aalco Chemical Co., St. Louis. The firm, which for 16 years has been located at 2430 Cass Ave., now occupies the entire 12,000 square foot plant at 807 N. Second St.

Du Pont to Shut Plant

Plans to discontinue operations at the organic chemicals plant of E. I. du Pont de Nemours & Co., at New Brunswick, N. J. in May, 1954, were announced recently at the firm's headquarters in Wilmington, Del. New manufacturing processes have made the plant obsolete, company officials said. Some of the products that have been made there will be produced at a new installation to be erected at the company's Chambers works at Deepwater Point, N. J. The New Brunswick plant, which has been operated by du Pont for 22 years, made synthetic aromatics, manufacture and sale of which have now been discontinued.



10 SUPERIOR SULFRAMIN' FORMULATIONS TO MEET YOUR EXACT PROCESSING REQUIREMENTS

TRY ULTRA'S ALKYL ARYL SULFONATES UNDER OPERATING CONDITIONS IN YOUR PLANT

SULFRAMIN* AB-40 FLAKES

Excellent foam stability, especially at high pH. Very low in dust and odor. Outstanding wetting.

SULFRAMIN* AB-40 BEADS

A neutral synthetic organic detergent, wetting and emulsifying agent of the sodium alkyl aryl sulfonate 40% active type.

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An alkyl aryl sulfonate in spray dried form blended with complex phosphates and organic chemicals for HIGH DETERGENT value.

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This new, chemically different synthetic, in gel form, offers unusual foam stability and excellent detergency.

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80-85% active organic material. For blending where high active is required in finished product. Density, .3.

SULFRAMIN* KE LIQUID

Clear amber liquid. 25% active 3% sulfate. Excellent for compounding. Can be tailored to meet your requirements.

SULFRAMIN* AB-CONCENTRATE POWDER

Density, 0.4-0.45. Easy to perfume due to low odor. Low in dust content. Excellent money value.

SULFRAMIN* E LIQUID

Modified alkyl aryl liquid. 25% active. Unusual hard-water resistance and low end-point performance.

SULFRAMIN* AB SLURRY

Alkanes sulfonated to meet your specifications under rigid control. Tank cars and tank trucks only.

SULFRAMIN* AB-40 POWDER

Excellent detergency. Light in color. Less than 1% moisture. Screened, not ground, low in fines.

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*T.M. Reg. U.S. Pat. Off.

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EMPIRE FLAKE and GRANULATED SOAP

Tops in soap quality. Made from finest tallow and coconut oil. Chalk-cliff white, tissue thin, neutral and free from additives, oxidants, etc. Flakes contain 92% pure soap; granular 94%. Recommended for washing linens, silks, and other fine fabrics. No finer soap quality than EMPIRE!

VIKING FLAKE and GRANULATED SOAP

A 100% all-tallow high-titre (42 C) soap for heavy duty laundering. Flakes contain 90% soap; granular 92%. Heavy bodied suds for high temperature operations. Excellent detergency. Always uniform in quality, neutrality and color.

ECONOMY FLAKE and GRANULATED SOAP

A 100% low-titre (39C) for laundering and general cleaning in hospitals, hotels, institutions, etc. Flakes contain 90% soap; granulated 92%. Uniform, neutral, good odor and color; contains no additives. Meets Federal Specification P.S. 566-B for chip soap.

UTILITY FLAKE and GRANULATED SOAP

High quality tallow-coconut soap compounded with special soda silicate to give product excellent for general sanitary, dishwashing and laundering purposes. Contains 74% pure soap.

TRICOL

A special built soap-base detergent excellent for heavy-duty cleaning, washing and laundering. Granulated. Made from tallow-coconut soap base.

All in standard packages; Osnaburg Bags 100 to 125 lbs.; 24 gal. and 44 gal. fibre drums; 50 lb. drums; 25 lb. cartons; and special packaging where quantity warrants.

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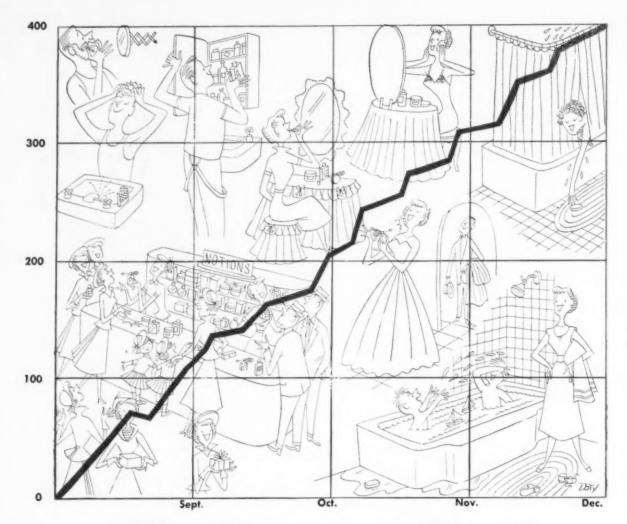
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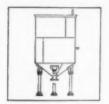
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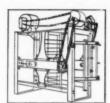
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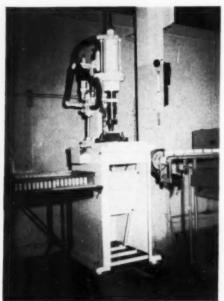


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L-S CUTTERS

For Higher Production without



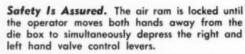
NEW IMPROVED MODEL B

Note the safety automatic hand levers on each side of the press, away from the die position. Both hands must be used to depress the right and left hand control levers simultaneously in order that the air ram may function.

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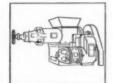
The Element of Human Fatigue is eliminated, with consequent gain in efficiency, speed, and safety of production.

Surface Pressures up to 2500 lbs. are attained by a simple thumb and finger valve adjustment. Either single or multiple air ram strokes are made at will by the operator.

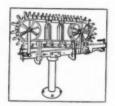
No operator injuries have ever been reported during the four years that this SAFETY AIR PRESS has been on the market.



MILLS



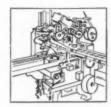
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PRESSES



WRAPPER

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HAWTHORNE, NEW JERSEY, U. S. A.

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Production SECTION

Specialty Soap Manufacture

ECENT developments in the manufacture of toilet soaps emphasize the trend to specialization that has been taking place in a field that was characterized by its relative simplicity.

The maker of shaving soap strives for a product yielding in relatively concentrated solution, a stable lather of fine bubbles, which resembles in texture and appearance Chantilly cream rather than the soap lather produced in washing the hands. Fine shave soap lather is a characteristic of long chain fatty acids, such as stearic and palmitic. Generally manufacturers use mixtures of sodium and potassium stearate, the latter being softer than the former. A small percentage of coconut oil is added to accelerate the formation of lather.

Shaving soap is usually made by the semi-boiled process, starting from commercial stearic acid. It is finished not merely by having no free alkalinity but by allowing for a small percentage of unsaponified stearic acid to act as a superfatting agent. In perfuming shaving soaps the problem of allergic reaction is aggravated by the fact that the action of the razor alone can produce such reaction, thus complicating application of test methods.

Soap is considered transparent, according to one authority, if heavy newspaper print can be distinguished through a piece bounded by parallel planes and of 25 mm. thickness. According to this source, the transparency of solidified soap is 95 percent less than that of hot liquid soap. During manufacture of certain transparent soaps it is possible to distinguish a piece of bright metal at the bottom of the tank through a column of soap two meters high. Regarding the physical nature of transparent soaps various theories have been established. The

author favors Richardson's conception. He regards transparent soaps as solutions, supercooled below the crystallizing temperature. Actually, the solid substance, which is amorphous, may start to crystallize immediately after solidifying without evaporation of the solvent. Richardson studied the spontaneous appearance of crystals which occurs sometimes in transparent soaps, and also the appearance brought about by seeding.

Quite often seed crystals cannot develop in the surface layer, because drying turns the layer into a very hard film, the viscosity and rigidity of which prevent crystallization. To bring about crystallization it is necessary to drill a hole in the soap and insert small crystals, around which crystallization will then be seen to propagate. Richardson's theory is supported by other researchers who observed under the polarizing microscope the transformation of transparent soaps into crystalline soaps by careful application of heat; transparent soaps become opaque and milky at the same time. Since then, however, transparent soaps have been submitted to X-rays and found to be of crystalline structure. The difference between an ordinary opaque or semi-opaque and a transparent soap consists essentially in the size of the crystals. Soap is transparent because its crystalline particles are extremely small, and too tenuous in relation to the wavelength of ordinary light to cause optical discontinuity. This seems to contradict the earlier theories mentioned above. But this contradiction may be more apparent than real. A solution of soap, except when highly diluted, is never a molecular solution, but an assembly of micelles and molecules floating in the liquid. Since, according to present theories, it seems impossible to draw exact limits between large micelles and

small crystals, it appears to be not altogether incorrect to say that transparent soap is indeed a supercooled, concentrated colloidal solution. This explanation would allow for Richardson's observations, showing the possibilities of recrystallization by "seeding" with small particles of crystallized soaps.

Addition of foreign substances, suitable choice of fats, rate and temperature of cooling, and suitable mechanical treatment are used in various processes for the manufacture of transparent soaps. Alcohols of low molecular weight (ethyl, methyl or propyl) glycerine, sugar, and various electrolytes (sodium or potassium carbonate, sodium chloride, etc.) retard crystallization. The part played by these substances in making soap transparent is explained by various theories, one of which introduces the term "desolvation," meaning a weakening of the bond between the colloidal particles and the soap, which encourages existence of non-crystallized aggregates of vitreous aspect. This desolvation must, of course, remain below the salting out limit, otherwise the crystals would separate out.

Liquid fatty acids of low molecular weight, such as coconut or palm kernel oil fatty acids, favor transparency, while soaps of solid fatty acids tend to separate, yielding hard, opaque grains. Addition of castor oil or colophony has been found to aid transparency, although castor oil and colophony soaps, taken separately, are not transparent. In general, transparent toilet soaps contain tallow (or palm oil), coconut oil and castor oil, with or without rosin. Soaps containing rosin are perfectly transparent, but dark in color, and have the drawback of being tacky.

The temperature to which transparent soap should be cooled de-



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pends on its exact composition, and also on its concentration. Temperature ranges which induce maximum formation and growth of crystallized germs have been established by experimental methods.

Cooling alone cannot produce transparency and the mechanical treatment to which the soap is subjected also plays an important part. Mill tests have shown that crystallized soap can be transformed into transparent soap by mechanical means under accurately controlled temperature conditions. A carefully selected fat composition was passed through a specially designed plodder five or six times and yielded a fine transparent soap.

Elimination of impurities is of utmost importance in formulation of transparent soaps, in order to avoid crystallization or cloudiness. Rosin should be of superior quality and very clear. The soda lye must have settled for a long time. Sugar solution, if used, should be treated by sodium carbonate to avoid the presence of lime, which would cause formation of calcium soap. Distilled or at least deionized water should be used to help avoid this formation of calcium soap. Coloring matter and perfumes also might influence transparency.

In practice, transparency of soap is due either to the presence of substances such as alcohols, glycerin, sugar, etc. or to the presence of electrolytes. Transparent soaps without alcohol are not, as a rule, as transparent as those containing alcohol when they are fresh, but gain considerably in transparency on ageing. They should not be stored in cold places, because there is a risk of the sodium carbonate crystallizing.

"Pears'" soap, one of the well known transparent soaps, comes in cylindrical pieces of oval section, top and bottom being concave. Pears' is dark red and differs from the majority of transparent soaps in its high fatty acid content, which is comparable to that of ordinary toilet soaps. Results of analyses of Pears' have been given by many investigators. One of them runs as follows:

										percent
Pure	soap				×		*	×		86.10

Glyce													5.51
Wate	r an	d.	p	e	ΓĬ	u	n	18	٢				8.03
Free	salt									*		*	0.32
												_	99.96

Other suggestions include:

							percen
First grade be	ef to	allow					43.20
Rosin							13.63
Caustic soda	(38°	Be).					22.72
Alcohol			*	×	*	*	20.45
							100.00

A formula containing a little coconut and castor oils besides tallow and rosin has been proposed. It should be noted that Pears' yields a clear solution with both water and alcohol, and that its reaction to phenolphthalein is absolutely neutral.

Another process for making soap of the milled, transparent type, without any reference, uses a charge of

												P	arts
Tallow				*									75
Coconut													20
Rosin (V	WW	g	re	IC	le).		*	*	,	*		5

After saponification, the soap is dried until it contains 75 percent fatty acids, and the transparency of the product thus obtained is said to depend on the number of times the soap is milled and plodded.

Transparent soaps are made by the semi-boiled process. Tallow and coconut oil are added at a temperature of 60-70°C; castor oil should be added only just before saponification because many castor oils have a tendency to turn brown. Addition of alcohol before saponification aids this process while involving some loss of alcohol by evaporation. The lye is then run into the kettle, stirred, and the mass is left to become heated by itself. The sugar has been dissolved separately in water heated to 70-80°C and the solution cooled. When saponification is complete, the desired content of free alkali in the soap is checked. If necessary, this percentage can be reduced by the addition of coconut fatty acids.

If alcohol is included, the mixture is cooled to 65°, and the alcohol is added, followed rapidly by the solution of sugar and glycerin, which have been previously heated to 70°. The scum which may have formed at the top is removed and coloring matter and perfume added. Then the mixture is run into frames at a temperature of approximately 50°C.

If no alcohol is used, the soap

is heated to 70°, the sugar solution and sodium carbonate, previously heated to 70°, are added, and the whole is allowed to stand at that temperature.

Regarding the actual method used in the manufacture of a transparent soap with a high proportion of fatty acids, such as Pears', nothing more than hypotheses can be put forward. One author assumes the following: A salted soap is made from tallow and rosin, then this soap is dissolved in alcohol; the alcohol is then eliminated by distilling, so that a solution of one part of soap in one part alcohol remains. The block is left for a very long period (a year has been mentioned); it is then cut into bars which are dried; all the alcohol has finally been evaporated and a soap is thus obtained with as high a proportion of fatty acids as a milled soap. This is what probably accounts for the concave shape of the upper part and bottom of Pears' soap.

The manufacture of deodorant soaps must be based on an antiseptic principle which acts on the microorganisms likely to make sweat ferment. Soap itself exercises an antiseptic influence. Its antiseptic properties are much improved by the inclusion of such products as hexachlorophene, which forms the basis of "Dial" soap. This substance is used also in deodorant soap in Europe, especially in France. D.C.M.X. and "Actamer" are recommended for similar uses.

It is particularly tempting to make floating soap because soap itself has a density very little above that of water and only a small percentage of air is needed to obtain the desired result. The first floating soaps were manufactured by the semi-boiled process, air being included by whipping the mass of soap while still hot, then running it into moulds. This method of aeration permits a reduction of weight of about 10 percent in the finished soap. The soap was then run into frames after having been perfumed and colored, and after complete cooling cut into bars and pressed. This soap, owing to the method of manu-

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facture, had a fatty acids content of only about 55 percent. Moreover, it was more liable to become rancid than ordinary soap owing to the large area of contact between soap and air, and required a higher percentage of perfume. Owing to the larger area of contact floating soap dissolves more rapidly than ordinary soap.

Another method of making floating soap employs a chemical reaction. The soap is finished in a mixer, leaving a small percentage of alkali. A fine aluminum or magnesium powder is then added to the liquid soap, the metal being able to react with the excess caustic soda, giving rise to small bubbles of hydrogen. The fatty acids used for making floating soaps generally contain a higher percentage of saturated fatty acids than is customary in making ordinary soap. A mixture of 65 to 75 percent tallow and 25 to 35 percent coconut oil is recommended. Soaps made by this process have the drawbacks of undried soaps and there is a risk of deformation. An American patent held by Colgate recommends application of enough pressure to the frames to reduce the volume of hot soap to a volume equal to that which it will occupy when cooled. This process avoids contraction in the center of the frames, and lessens the tendency of the soap to crack.

Lever filed a patent in the United States in 1941 describing a process for making a bar or cake of soap of a texture and firmness similar to those of milled soaps, and containing fine bubbles of air uniformly distributed throughout the mixture and sufficient to float the bar or cake. The soap, with a humidity of five to 25 percent, is subjected in the presence of a compatible gas to intensive working at sufficient pressure to prevent the said gas from leaving the mass, and during this time the mass is subjected to a temperature at which it is plastic or semi-fluid. Furthermore, at the same time the mass is continuously formed into bars and cakes.

From this not very clear patent summary it seems possible to deduce that the product is formed in an apparatus greatly resembling a soap plodder and is kept at such a temperature that the physical state of the soap permits incorporation of air. But immediately on leaving the plodder the temperature is low enough to prevent deformations and the escape of this air. Lever's "Swan" soap seems to have been made in accordance with this patent.

At about the same time Procter & Gamble filed a patent for the manufacture of a plodded floating soap. The soap from the saponification kettle is heated, then spray dried under vacuum, and finally dispatched to a continuous mixer, where the air and perfume are added. The soap, thus aerated, is conveyed to an apparatus which is none other than the Votator, this Votator being virtually followed by a plodder cone fitted with a special cooling device. It is very likely in accordance with this process and this patent that Procter & Gamble manufactures "Ivory" soap.

Lever, whose patent had slight priority sued Procter & Gamble, accusing them of making use of its process. However, one of the features claimed in the P&G patent is that this process makes it possible to obtain a soap crystallizing in the beta phase and which therefore possesses important properties of hardness and solubility. The question was finally settled by an examination of the X-ray diagrams. Colgate-Palmolive-Peet have likewise taken out several patents for making plodded floating soaps, one of them based on the use of well-defined pressure during manufacture.

Synthetic toilet "soaps," such as "Vel Beauty Bar" in the United States and "pH 3" in France, have been on the market for a number of years. Experimental work, undertaken by various manufacturers, resulted in mixtures of soap and detergents (usually sodium alkyl aryl sulfonates) plus some additives such as magnesium and zinc stearates. These "soaps" possessed excellent properties when used with sea water but were not very satisfactory in appearance and generally liable to efflorescence, owing to the presence of sodium sulfate. The more recent "Zest" of P&G has a good appearance and represents a great improvement in

this field. It consists probably of a soap-detergent mixture. While purely synthetic "soaps" or mixtures of soap and synthetic detergents have better lathering properties in hard water and can perhaps be used in sea water, one of their principal disadvantages to the user consists in rinsing difficulties. Several rinses are usually necessary to eliminate lather from the hands. Furthermore, their price is against them. But the last word has not been spoken in this field and improved products will probably emerge in the course of time. Soap, Perfumery and Cosmetics, Aug., 1953, by Jacques Bergeron, head of the research department of S. A. Cadum-Palmolive, France.

New Narrow Belt Conveyor

A new narrow belt conveyor especially developed to handle small dimension, light weight containers, has recently been introduced by Island Equioment Corp., Long Island City, N. Y. Constructed of standard parts, the conveyor may readily be lengthened. It may be obtained with or without side leaves or guard rails, and in four fixed belt speeds.

Has Anti-Enzyme Product

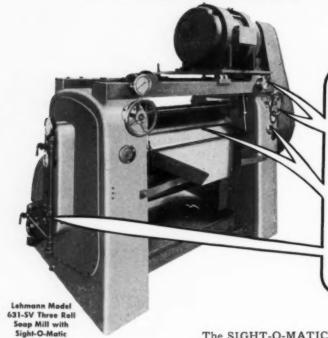
Commercial quantities of sodium-N-lauroyl sarcosinate, which is being used as an anti-enzyme for dentifrices, are now available, it was announced recently by Antara Chemical division of General Dyestuffs Corp., New York. The material is being sold under the trade name "Medialan LL 33."

New Herbicide Bulletin

Latest technical bulletin on 2,4-D herbicide, containing a list of nearly one thousand weeds classified according to their reaction to the product, has recently been released by the organic chemicals division of Monsanto Chemical Co., St. Louis. The bulletin includes physical and chemical data on the various forms of 2,4-D manufactured by Monsanto as well as biological data and methods of application. Copies of the bulletin are available on request to the company's public relations department, 1700 South Second St., St. Louis.

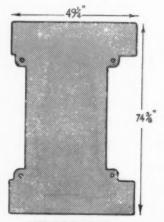
The new SIGHT-O-MATIC* SOAP MILL

saves time, labor, money in making adjustments



QUICK, ACCURATE MILL SETTING BY SIGHT-O-MATIC CONTROL:

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- For the Take-Off Knife Turn of a handle pneumatically opens or sets knife for operation. Accurate setting retained throughout batch run regardless of blade wear.
- For Cooling Water—Cooling water regulated by dial thermometers to maintain proper temperature for material processed—resulting in production savings.



LESS FLOOR SPACE Motor mounted on top of mill instead of floor, saves floor space

The SIGHT-O-MATIC SOAP MILL is a powerful ally for soap manufacturers in their struggle to maintain adequate profits against keener competition. Briefly, Sight-O-Matic control minimizes the human element in soap mill operation.

A relatively unskilled operator can obtain correct roll pressures quickly by turning the handwheel (one at each end of slow and fast rolls) until proper pressure is indicated on gauge at that point. These easy-to-read Sight-O-Matic pressure gauges save valuable production time and labor in setting the mill for optimum performance.

Fneumatic discharge control provides means of setting and maintaining knife pressure for most efficient take-off. Dial indicator in air line permits predetermined settings. Positive regulation prevents damage to both knife and roll and assures complete film removal.

Roll temperatures, important to optimum operational efficiency, are controlled with assistance of dial thermometers at intake manifold and all roll water outlets.

These and other refinements in the 631-SV and 632-SV Three Roll Mills offer toilet soap and soap flake manufacturers equipment that can have substantial effect in lowering production costs.

* Reg. U. S. Pat. Off.

Send for further information regarding LEHMANN SIGHT-O-MATIC SOAP MILLS



J. M. LEHMANN COMPANY, Inc.

MAIN OFFICE AND FACTORY: 562 NEW YORK AVE., LYNDHURST, N. J.

Technical Research Booklet

A new 22-page booklet describing the services of the Snell laboratories has recently been released by Foster D. Snell, Inc., New York. The spiral-bound booklet, which is profusely illustrated with work in progress and detailed shots of test equipment, starts on the 10th floor of the New York laboratories and descends to the first, with a floor-by-floor description. Copies are available on request to the firm at 29 West 15th Street, New York.

New 3-Rell Soap Mill

A new, vertical type, three-roll soap mill in which roll pressures are controlled by instrument-guided handwheel adjustments, has recently been introduced by J. M. Lehmann Co., Lyndhurst, N. J. The new unit is designated "Model 631-5V Soap Mill." It is claimed by the manufacturer that the new control facilitates roll pressure adjustments. Four gauges, one at each end of the slow and fast rolls, indicate instantly any adjustments on the handwheels controlling pressures at those points. Pressures can be determined on the gauges and precise roll adjustment can be made quickly, the manufacturer states.

Pressure of the take-off knife is regulated pneumatically. A dial in-

dicator in the air line shows whether desired knife pressure is being maintained. The turn of a handle opens or sets the knife for operation. Positive regulation prevents damage to both knife and roll and assures complete film removal. Roll temperatures are controlled with the assistance of dial thermometers, one at the intake manifold and one at each of the roll water outlets.

Reprints Polish Chapter

The chapter "Polishing Materials" from the Encyclopedia of Chemical Technology, published by Interscience Encyclopedia, Inc., New York, has recently been reprinted by Alfred A. Kroner of Kroner Laboratories, New York, author of the chapter.

New Catalog on Silicones

A new 1953-54 Reference Guide to Dow Corning silicone products has recently been issued by Dow Corning Corp., Midland, Mich. The application index has been expanded to include three new categories. New applications for silicone fluid are detailed, and the performance of "Silastic" as a dielectric is also described. Included in the catalog is a section on Dow Corning 200 fluid for polishes and protective coating resins 802, 803, 804, 805 and modified silicone resins.

New Hope Filling Machine

A new filling machine, "Type 19A," has recently been introduced by Hope Machine Co., Philadelphia. The containers move from the infeed conveyor directly onto the rising table. After the "bottom up" filling occurs, the containers are moved immediately onto the discharge conveyor.

ASTM Reviews Research

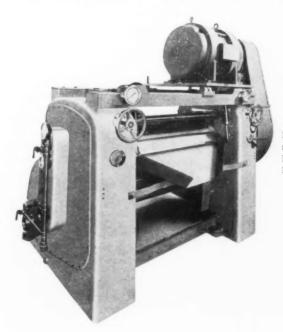
The "Review of ASTM Research," as published in the December, 1952, and January and February, 1953 ASTM Bulletins, has recently been released by the American Society for Testing Materials, Philadelphia. The review summarizes the work of the various technical committees of the Society as of May 1953. Included are sections on Committee D-12 on Soaps and Other Detergents; and Committee D-21 on Wax Polishes and Related Material. Copies of this 22-page pamphlet are available, without charge, at ASTM headquarters, 1916 Race St., Philadelphia.

Hydroxylamines Data Sheet

A new technical data sheet, No. 19, describing the characteristics of hydroxylammonium acid sulfate, hydroxylammonium sulfate and hydroxylammonium chloride, has recently been issued by Commercial Solvents Corp., New York. The data sheet gives the uses, toxicity and stability data on the three new chemical products. Also included is a section on shipping, handling and storage. Copies of the technical data sheet are available on request to the company at 260 Madison Ave., New York.

Ultrafast Dissolver Data

A new catalog covering the line of Ultrafast dissolving equipment has recently been issued by Cowles Co., Cayuga, N. Y. The new 16-page booklet describes and gives specifications of the complete list of Cowles equipment utilizing the patented high speed impeller to cut a high percentage of dissolving, dispersing and mixing operations. The Cowles Ultrafast dissolver is manufactured in standard interchangeable unit parts. The new catalog is available upon request.



New vertical type, three roll soap mill made by J. M. Lehmann Co., Lyndhurst, N. J.



MECCANICHE MODERNE

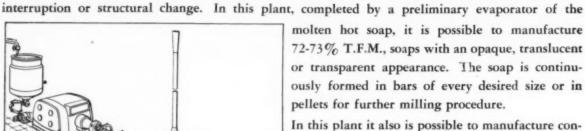
CORSO SEMPIONE, 51

(Italy) BUSTO ARSIZIO

PATENTED Cooling Extruder Type SAIX for the continuous chilling and finishing of every kind of laundry soap, with 62%, 52% as well as with a T.F.M. content as low as 35%, either from full boiled kettle soap or from soap pads by a continuous process.

From the saponification (molten hot soap) to the finished bars (cold solid soap) in a single stage without any

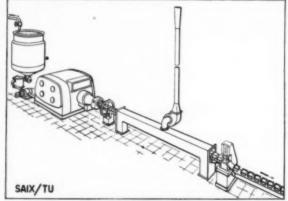


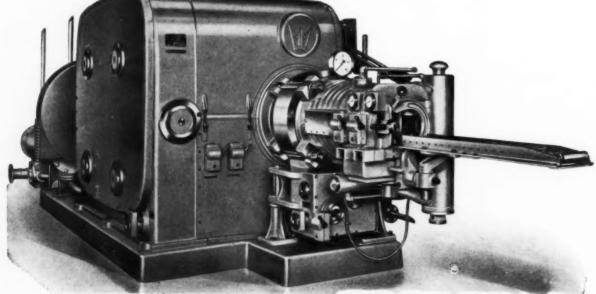


formation of hard spots. Type SAIX/1c, capacity 400 ÷ 500 Kgrs.

Type SAIX/2c, capacity 800 ÷ 1000 Kgrs. Type SAIX/3c, capacity 1600 ÷ 2000 Kgrs.

ventional or transparent toilet soaps without any





PATENTED COOLING EXTRUDER Type SAIX/4c

PRODUCTION Clinic

By E. G. Thomssen, Ph.D.

HE safety of factory employees is a detail of plant management that does not always receive as much attention as it should. At times it is entirely overlooked until a state or municipal factory inspector or liability insurance safety engineer visits a factory to check up on conditions. These visits, however, are too infrequent to assure an efficient safety program. Nor do the recommendations made by such officials result in correct and continuing safeguards against accident. It is only through day by day vigilance that accidents are prevented.

Effective methods for the lessening of accidents include good plant housekeeping, education, safety devices and awards.

Disorder and untidiness in a plant result in frequent accidents. It is a well established fact that in tidy, well-arranged manufacturing spaces accidents are less frequent. On the other hand, more mishaps and even deaths are experienced in factories where there is disorder. It is a relatively simple procedure to put a plant into ship-shape condition, and keep it that way thus preventing hazardous situations from arising. Yet in hundreds of plants, one will find misplaced articles, usually in aisles, over which employees may trip. In others, goods may be piled into unsteady stacks or placed overhead so as to fall on those passing. Floors will be found that are wet and slippery; dark, unlighted areas around stairs and dropoffs are tolerated; guard rails are omitted from these openings, and other similar conditions that invite accidents go uncorrected. Such conditions are not tolerated by efficient factory management. They are inexcusable and expensive both in terms of suffering and dollars from the accident standpoint.

Education of employees to prevent accidents has been very effective. Most liability insurance companies offer the services of a safety engineer free to clients asking aid. Most such companies furthermore provide safety posters for bulletin boards and acci-



Dr. THOMSSEN

dent prevention pamphlets for distribution to employees. As the experience of liability insurance firms in safety education is broad and sound it is a wise policy to make good use of the services they offer. Another helpful suggestion and service these companies furnish is the formation of a safety committee. When such a committee functions well, premium rates on liability insurance are lowered. Such a committee consists of several competent employees and a safety director as the chairman. The committee makes periodic inspections of the plant in an effort to determine areas on machinery that may cause accidents. A written record of the existing hazards is kept. Recommendations that such hazards be eliminated are made to the management by the safety committee. The recommendations are followed up until the hazards are eliminated. Employees who are not members of the safety committee are also encouraged to report any condition they may consider hazardous.

Some companies require all employees to attend a safety meeting at least once a month. Competition between various departments for a clean

safety record, as to time lost through accidents, is also encouraged in larger plants. At stated periods large posters or bulletin boards indicate how many deaths, accidents or hours were lost through departmental mishaps. Awards are made in some plants for the divisions having the best records. These awards are publicized to increase the workmen's interest in safety and to improve the esprit des corps of all the workmen. In some cases, employees disregard or even remove safety devices on hazardous equipment. Part of the safety educational program is devoted to demonstrating the importance of always using safety devices and appliances and constantly maintaining them in working order.

It is quite impossible in an article such as this to describe in detail the numerous accident prevention contrivances that are available. Generally, they are of two types. One class is designed actually to prevent accidents, the other to lessen injucies when accidents occur.

For the prevention of accidents in the chemical specialties industry, various safeguards are quite essential. To protect the eyes, comfortable, efficient goggles are available. For the prevention of lung injuries resulting from inhalation of dust and fumes, a suitable respirator should be used at all times. Protective gauntlets should be worn where necessary. Our industries handle strong acids and alkalis. By the use of the protective devices listed above, the workman is quite safe from the many injuries that might result from accidents involving these corrosive substances. Not only should such safety devices be available, but the overseer should insist they be used. Employees are wont to shun them. Should an accident occur which involves acid or alkali burns, an eye fountain and shower can prevent more serious injuries. For minor burns, a weak acetic acid or strong sodium bicarbonate solution should be at hand to counteract the alkali or acid injury to the skin.

Machinery with such moving parts as belts, gears and presses are usually well protected. However, these guards do get out of order and should

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ALL DETERGENT BUYERS OFFERING OF SURPLUS LOT

60 lb. Bags 5¢ per lb. 90 lb. Drums 6¢ per lb. F.O.B. Jersey City, N. J.

SYNTHETIC DETERGENT (Sulfonate Coco Mono Glyceride)

We are offering for immediate sale a synthetic detergent originally manufactured by a leading soap company. This material has been recently discontinued and as a result we have been able to purchase the entire lot.

This detergent is in dense bead form manufactured from Coconut Oil and Glycerine, with an activity of approximately 35%. In use now with a hundred concerns from converters to bubble bath packers.

Valuable for the following uses:

- →Car Wash
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- → Scouring Cleansers
- →Animal Saap Wash
- → Dishwashing Compounding
- → Hand Cleansers
- →Bubble Bath
- →Insecticidal Compounding
- →Laundry Compounding
- → Mechanics Hand Cleaners
- →Wool Scouring
- →General Purpose Cleaners

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SOAP and SANITARY CHEMICALS

be overhauled periodically. Power trucks should be equipped with warning horns and suitable brakes. All motors should be equipped with switches that may be quickly and easily tripped. A first aid room in which serious, as well as minor, injuries may be treated is quite essential. Any hospital supply company will furnish helpful information as to what first aid material is necessary for such a room. Portable safety kits are available that contain bandages, splints and medicines that may be required when a person is injured.

No article on safety is complete without mentioning the work of the National Safety Council of New York. This council works intimately with various industries toward accident prevention. Large regional meetings are held periodically for safety engineers and others interested in safety. Usually a prominent person speaks at these meetings. The National Safety Council constantly makes suggestions to its members on the subject of safety. Attractive plaques are presented to companies in various fields who have attained a high degree of efficiency in accident prevention. These plaques, when mounted where the workman can view them, act as reminders of safety. Any company is eligible for membership and the contributions are money well spent.

While many of the remarks made in this article may seem elementary, the fact remains that most accidents in plants can be prevented. Loss of time by an injured employee is expensive not only to the employee but more so to the employer. It is a mark of efficient plant management when a low accident record is attained.

Sized Paradichlorobenzene

TSERS of paradichlorobenzene may select the desired granulation from Hooker Electrochemical's "Paradi" made at Niagara Falls, N. Y. Seven different grains from powder to pea sizes are available.

Tall Oil Fatty Acids

RMOUR CHEMICAL Division, A Chicago 9, makes some recommendations as to the use of tall fatty acids which should interest some of

our readers. This company is producing a patented, fractional distillation process that produces a high grade product known as "Neo Fat 42-12". This is being used in increased quantities by makers of jell soap, liquid soaps and dry cleaning soaps. It permits considerable economies in costs, not only due to the ease and rapidity in making these soaps, but also in the cost of the raw material itself.

Solvay Bulletins

BY applying to the Solvay Process Division of Allied Chemical Corporation, New York 6, a number of technical bulletins containing useful information regarding the use and handling of alkalis may be had. These are of considerable aid to those handling alkalis. The facts presented are based upon years of experience. Bulletins No. 5, Soda Ash, No. 6, Caustic Soda, and No. 9, Analysis of Alkalis, are particularly interesting to our industries.

Filter Aid

OHNS MANVILLE CO., New York 16, has recently featured the desirable properties of their Celite Analytical Filter Aid. This chemically inert, very pure, high quality diatomite is very handy in cases where gummy, gelatinous, semi-colloidal, difficult-to-filter products are being filtered. High flow rates and very clear filtrates are possible by its use even when unfilterable by other methods.

Chemical Putty

chemical putty that is useful to A stop gas and acid leaks at flange joints, expansion joints or spigot connections is available from Charlotte Chemical Laboratories, Charlotte, North Carolina. It is waterproof, acid resistant and stays plastic. Various size packages from 10 to 450 lbs. are to be had.

New Fatty Alcohol Line

S TEPAN CHEMICAL CO., Chicago 23, recommends its "Makanol I" and "Makanol II" for many uses. These are a mixture of fatty alcohols. Among the applications of interest to our industries are shampoos, emulsifiers, emulsion stabilizers, wetting agents and detergents. Free samples and further information are available upon request.

Versatile Solvents

POLYGLYCOL ethers made by Ansul Chemical Company, Marinette, Wis., are versatile for laboratory or certain production processes. They are miscible with both water and hydrocarbons in all proportions. Their solvent characteristics may be varied by altering the dilution with water or hydrocarbon.

Valve Bag Packer

THE problem of packing dry, granular or powdered free flowing materials into bags may be solved with the "Black Diamond Automatic Bag Packer" made by Black Products Co., Chicago 27. This packer is moderately priced, easy to install, and is controlled by a push bottom. Maintenance cost is said to be low.

Protective Equipment

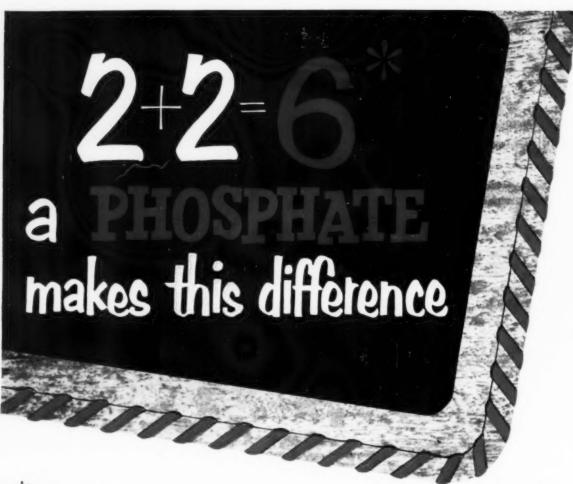
LINE of respirators, gas masks A and goggles for the protection of workers that handle hazardous and dusty chemicals is handled by Willson Products Co., Reading. Literature on these safety devices is available on request.

Chemical Pipe Cleaning

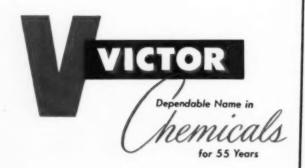
DOWELL SERVICE, Tulsa 1, Okla., recently announced a chemical process by which the firm claims clogged pipe lines and other equipment can be cleaned out faster and better, in many cases, than is possible by mechanical procedures. Since the Dowell process is based on dissolving the deposits with liquid solvents, no digging up or dismantling is necessary. During the cleaning operation, interruption of plant operations is kept to a minimum.

Protective Lining

S. RUBBER COMPANY'S · "Permabond," handled by the firm's mechanical goods division, New York 20, is a protective lining that may be applied to equipment in any plant. Piping, tanks, valves or other equipment are protected against corrosion by its use. A wide range of "Permabonds" is available for special conditions.



* Synergism ... cooperative action where the total effect is greater than the sum of the individual effects taken independently



Phosphorus

Phosphoric Acids

Phosphorus Chlorides

Phosphates

Formates

Oxalates

Organophosphorus Compounds

Combine 2 parts of synthetic detergent with 2 parts of Victor Sodium Tripolyphosphate and the result equals 6 parts of detergent action. This characteristic of Victor "tripoly" to go further and clean better has made it increasingly popular with detergent formulators. Victor "tripoly" is an excellent water-softener with outstanding peptizing action. It is a major ingredient in leading "built" soaps, detergents and scouring powders. It pays to see Victor.

LOOKING FOR PRODUCT IMPROVEMENT? IT PAYS TO SEE VICTOR

A great many industries benefit from the use of a Victor phosphate, formate or oxalate. For example, Victor sodium tripolyphosphate is used to make ceramics, metal cleaning compounds, paper and in softening hard water. If you have a process or product problem that chemistry might solve, it probably will pay you to write Victor Chemical Works, 141 W. Jackson Blvd., Chicago 4, Ill. In the West: A. R. Maas Division, 4570 Ardine St., South Gate, California.

Products and PROCESSES

Waterless Hand Cleaner

A neutral material of pleasant odor which can be applied without water as a hand cleaner has a creamy or pasty consistence and contains a mixture of tallow, caustic soda, vegetable oil and turpentine, together with a large proportion of water. The product is claimed not to harm the skin, while removing lubricating oil, ink, and other matter. The cleaner is applied to the dry skin, and cleans by rubbing the hands which are then wiped on a dry cloth. British patent 690295 (1953), Soc. d'Exploitation des Produits "Vasec", Mulhouse, France.

Floor Polishing Powder

A floor polish in powder form is made by spraying wax containing oil of balsam turpentine as a softener. A preferred composition is ceresine twenty, paraffin eight, hard wax six, pine oil twenty, and oil of balsam turpentine twenty parts by weight. Austrian patent 175,325, 1953, Karl Olbrich & Co.

Guanidine Salts in Syndets

Detergent compositions in powder form containing guanidine alkyl aryl sulfonate are said to be non-sticky and free-flowing. Sodium alkyl aryl sulfonates are hygroscopic and detergent powders containing such compounds tend to cake and form lumps which will not flow freely from the carton. It has now been found that guanidine salts of alkyl aryl sulfonates do not suffer from this defect. British patent 690439 (1953), to Lever Bros. & Unilever, Port Sunlight, England.

Improved Cream Shampoos

Cream shampoos, consisting of synthetic detergents with a filler such as methyl-cellulose, show a tendency to dry out when stored at temperatures above 30°F. As a result the cream settles in the container and loses some of its smooth texture. It is suggested to add a humectant, such as glycerine, and a wax, such as carnauba, to the composition together with enough of

a neutral salt capable of undergoing double decomposition with the sodium sulfate present, to form a relatively insoluble sulfate together with a salt more soluble than sodium sulfate. The amount of calcium chloride to be used to precipitate sulfate as insoluble salt depends upon the sulfate content of the detergent. Better properties and longer stability are claimed for shampoos thus prepared. British patent 692420 (1953), Ashe Laboratories, Leatherhead, England.

Fatty Acids in Flotation

The rising use of flotation in various industrial separation processes is opening new fields for the manufacturers of unsaturated fatty acids and fatty amines whose products are used as flotation reagents or collectors, according to an article by Terry, Lentz, and Wittcoff in a recent issue of Progress thru Research, house organ of General Mills, Inc., Minneapolis. The history and mechanism of flotation are described and various examples of its application are quoted. Economy and efficiency are characteristics of flotation processes.

New Complexing Agent

A new Alrose complexing agent, "Chel 153A," as iron solubilizers in potash coconut soap at pH 12, was announced in a technical bulletin released recently by Alrose Chemical Co., Providence, R. I. Typical application for "Chel 153A" is in the production of liquid soaps. Copies of the technical bulletin are available from the company at Box 1294, Providence.

New Soap Dispenser

A new type of container for liquid soap is shaped like a soap cake. Its valve will be opened and allow the contents to escape while the container is being handled in the same manner as a cake of soap. The amount of liquid soap being thus released depends on the pressure produced by the friction of the hand upon the outer sur-

face of the valve. British patent 692466 (1953), A. Christie, London.

Para-Cymene Marketed

A versatile aromatic chemical derived from naval stores, called "Para-Cymene", has recently been put on the market by Glidden Co., Cleveland. Company officials said that, in addition to its uses as a solvent and as an ingredient in aromatic oils and perfumes, its molecular structure lends itself to a wide variety of chemical reactions.

Adipic Acid Facilities

Plans for the construction of facilities for the production of adipic acid, near Hopewell, Va., were announced recently by Allied Chemical & Dye Corp., New York. Adipic acid will be manufactured and marketed by Allied's National Aniline division.

Protective Skin Cream

A new product that aids beauticians and hairdressers whose hands are sensitive to detergents, soaps and permanent waving solutions has recently been announced by Abbott Laboratories, North Chicago, Ill. The new product, "Covicone" protective skin cream, provides skin protection by a special plasticized combination of silicone, nitrocellulose and castor oil suspended in a greaseless, vanishing cream base. When massaged into the skin, this plasticized material is said to form an inert, invisible protective coating. This coating resists removal by normal washing of the hands. The product is available in one-ounce or four-ounce tubes and in one-pound

New Sindar Deodorant

A new all-purpose deodorant, "Deodall #1," was announced recently by Sindar Corp., New York. The product is recommended for use in various industrial odor applications, such as in low-cost solvents, chemical by-products and salvagable materials which are made saleable only with the application of an inexpensive deodorant. It is available in drum quantities, and in lots up to and including tank cars.

SPECIALLY NEWPORT ROSINS

Triple Checked for better soap

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ARSOLUTE CLEANLINESS

RESOLUTE LINIFORMIT

MAXIMUM QUALITY

FOR SOAP MANUFACTURE

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Pale Wood Rosins that mean a better soap . . . with a minimum of labor . . . because every batch of the same rosin shipped is identical with every previous batch. This enables you to have Uniformity in your soap with never a need to adjust your formula.



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.. for U.S.P. CRESOL

90% distills within range of 7°C., which betters Pharmacopoeia requirements.

KOPPERS COMPANY, INC. Pittsburgh 19, Pennsylvania



NEW Patents

The information below is furnished by patent law offices of

LANCASTER. ALLWINE & ROMMEL

402 Bowen Building Washington 5, D. C.

The data listed below is only a brief review of recently issued pertinent patents obtained by various U. S. Patent Office registered attorneys for manufacturers and/or inventors. Complete copies may be obtained direct from Lancaster. Allwine & Rommel by sending 50c for each copy desired. Sl.00 for Canada. They will be pleased to give you free preliminary patent advice.

No. 2,649,417. Plodded High Moisture Soap and Method of Making Same, patented by Russell Edward Compa, Bogota, N. J., assignor to Colgate-Palmolive-Peet Company, Jersey City, N. J., a corporation of Delaware. The process of making cakes of dense soap of high moisture content is described which comprises cooling a molten soap mixture containing about 20% to 40% moisture to a temperature within the range of about 70° to 120° F. and thereby converting it to solid form while retaining substantially said moisture content, introducing particles of said solid soap into a plodder through a space maintained under a vacuum of at least about 20 inches of mercury, plodding said particles at temperatures within said range whereby they are compacted into a continuous bar, and cutting said bar into cakes.

No. 2,648,621. Chlorinated n-Ethyl Acetanilide Insecticide Spray Composition, patented by Henry John Gerjovich and Michel Pijoan, Boulder, Colo., assignors to The Chemical Foundation, Incorporated, a corporation of New York. An insect spray composition is described comprising essentially an insect spray base paraffinic hydrocarbon solvent containing a toxic amount of a mixture of mono, di and trichloro n-ethyl acetanilide.

No. 2,647,932. Process for the Reduction of Fatty Esters, patented by Joseph Blinka, Wyoming, and Haskell J. Peddicord, Deer Park, Ohio, assignors to The Procter & Gamble Company, Ivorydale, Ohio, a corporation of Ohio. In the process of preparing fatty alcohols, from fatty esters in which the esters of fatty acids containing from 16 to 22 carbon atoms predominate, the patent reveals that by reacting the fatty esters with

alkali metal and a reducing alcohol containing at least 4 carbon atoms, both in amounts substantially chemically equivalent to that required for said reaction, in the presence of a solvent that is chemically inert in said reaction and in amount at least sufficient to maintain the reaction mixture in a fluid state, said reducing alcohol and inert solvent being soluble in the hereinafter mentioned non-aqueous phase, and quenching the reacted mixture in water, wherein stable emulsions are ordinarily formed during the quenching operation, the combination of steps which comprises as step (1)-increasing the residual weight ratio of reducing alcohol to inert solvent in the quench mixture to a value which is greater than 1.7/1 and at which said emulsions are unstable, said step 1 including removing and withholding inert solvent from the quench mixture, and step (2)-separating the aqueous phase in the quench mixture from the non-aqueous

No. 2,649363. Regulation of the Growth of Undesired Vegetation, patented by Arthur W. Swezey, Garden Grove, Calif., assignor to The Dow Chemical Company, Midland, Mich., a corporation of Delaware. A method for the control of undesired plant growth is covered which comprises contacting the leaf surfaces of the plants with a haloacetic acid compound of the group consisting of (1) monohaloacetic acids of the formula:

X—CH₂—C—OH wherein X represents one of the halogens chlorine, bromine and iodine, and (2) their water-soluble salts, such

compound being employed at a dosage exerting a phytotoxic action against the plant growth concerned.

No. 2,649,397. Fungicidal Compositions and Method of Fungus Control Comprising Hydrocarbyl-Substi-tuted Pyrimidines, patented by Seaver A. Ballard, Orinda, Calif., assignor to Shell Development Company, San Francisco, Calif., a corporation of Delaware. A fungicidal concentrate composition is disclosed containing a substituted tetrahydropyrimidine having only hydrocarbyl substituents and having a hydrocarbon group from 10 to 23 carbon atoms attached directly to the 2-position of the tetrahydropyrimidine ring, said composition also containing a surface active agent suitable for dispersing said composition in water.

Amend Soap Specification

A new draft of the amendment of Federal Specification P-S-591c, for ordinary bar laundry soap, has recently been announced by J. J. Frattali, technical assistant, General Services Administration, Washington, D. C. Proposed amendment reads as follows:

Paragraph 1.1, line 2: Delete "containing" and substitute "with or without." Paragraph 3.2, line 3: Delete "rosin, and fats" and substitute "and fats, with or without rosin." Add "Unless otherwise specified, finished bars shall be reasonably uniform in size, approximately 4½ by 2¾ by 2¼ inches. The average bar weight of 10 cartons or 600 bars as received at time of inspection shall be 16½ ounces."

Table I, in line "Free alkali calculated

Table I, in line "Free alkali calculated as Sodium Hydroxide (NaOH)" in column headed "Maximum," delete ".5" and substitute ".2." Paragraph 3.3 Delete and substitute: "3.2 Color.—The soap shall have a uniform color. The color of a freshly cut bar shall be not darker than color No. 3320 of Federal Specification TT-C-595. When required, the color shall conform to that of the accepted bid sample. (See 6.2.1)." Note—Color chip may be obtained from the contracting officer.

Renderers Fellowship

Appointment of Fred A. Kincl as junior fellow under a multiple fellowship recently established by the National Renderers Association at the U. S. Bureau of Agricultural and Industrial Chemistry's Eastern Laboratory in Wyndmoor, Pa., has recently been announced by Dr. R. E. Lothrop, acting director of the Laboratory, and Frank B. Wise, secretary-treasurer of the association. Mr. Wise said that the multiple fellowship is part of the association's new research program aimed at finding new uses for inedible tallow and grease. Mr. Kincl received his chemical training at Charles University in Prague, Czechoslovakia, and recently completed three years of service with the National Chemical Laboratory, Poona, India.

Name Savee Sales Manager

Designation of A. Neil Savee as sales manager of the steel package division, was announced recently by August K. Paeschke, president of Geuder, Paeschke & Frey Co., Milwaukee. Mr. Savee started with the firm in 1936 as a salesman. In 1946 he was appointed assistant to the president, and in 1949, manager of the company's bakery service division. In June, 1950 he became assistant sales manager of the steel package division.

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Model B-49 Straightline Vacuum Filler is the most automatic one-man filler ever developed. It is a marvelous performer on any free-flowing liquids, semi-liquids, heavy liquids or foamy liquids. Quick on-the-job adjustment from one product to another or from one container size to another: minimum 1" to maximum 14" high is standard. Special for larger containers.

Fast multiple filling of from 4 to 9 containers in one operation according to container size. Simple hand lever manipulation is the only manual operation on the machine, filling is automatic as on a fully automatic filler. Product flow from storage to machine tank and from tank to filling mechanism all controlled automatically. Filling is uniform, clean and fast. Send today for Model B-49 Bulletin.

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U. S. Model B-2 Semi-Automatic Vacuum Filler. Fast, portable. Filling is continuous.

SOAP PLANT Observer

By John W. McCutcheon

T looks now as if the toilet soap field is going to be invaded in earnest by synthetic detergents in bar form. The new "Zest" synthetic detergent bar, made by Procter & Gamble Co., Cincinnati, has been tested in the wash room of the writer's laboratory for a period of three or four months. The results have been very satisfactory from many aspects.

The bar form synthetic detergent did not melt away, crack, discolor or give the writer dermatitis. There were occasions when a slight dryness of the skin was noted, but this seems to be a problem that can be solved by research. One of the most attractive features of the synthetic bar is the clean condition of the wash basin in which the product is used. When our cake of "Zest" was used up and a regular toilet soap bar was substituted, lime soap scum formation became quite evident.

The other, older commercially available bar form synthetic detergent, "Vel Beauty Bar," made by Colgate-Palmolive-Peet Co., Jersey City, N. J., appears equally satisfactory in the occasional tests made with it. "Vel" is a larger, heavier, bath type bar.

When synthetic detergents in bar form were first introduced, the principal argument of those promoting standard bar soaps was that detergents leave a slimy feel to the skin and do not rinse free as well as soaps. An explanation of this condition was advanced in this column some time ago. At the time the writer was of the opinion that because of the feeling imparted to the skin by synthetic detergent bars and because they did not rinse off well, the market for such products would be quite limited. Now the writer feels he may have been a little hasty. Bar form synthetic detergents, which in some cases do contain some soap to act as a binder, have certain advantages over straight soap cakes. Their excellent performance in hard



water regions and the lack of the formation of lime soap scum are real selling points. Bar form synthetic detergents are economical and perform well as hair shampoos.

In view of these advantages, it would be well for the die-hard, old line soapers to re-evaluate the market possibilities of bar form synthetic detergents. Particularly in view of the fact that many fields of use are now open to such products.

A friend of mine tells me that when he puts out to sea in his yacht he stocks up on powdered detergents because they are so good for hand washing in sea water. As he is a manufacturer of standard toilet soap bars, it might not be amiss to ask him why he does not try some of the detergent bars on his cruises.

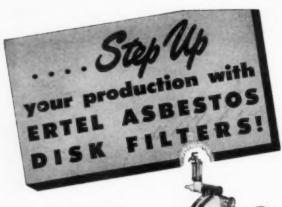
Soap-detergent bars have not been widely used by civilians, although much successful research and development work has been done on them. They can be made on standard soap milling equipment as the writer can verify. Why this combination has been shunned up to now is a mystery. As one such product now is being test marketed, it would appear that the last stronghold of the simon-pure soaper is under assault. The market for household toilet bar soaps is an attractive one: some 350,000 to 400,000 tons annually.

Recently the writer received a letter from an old friend who many years ago was his supervisor. It read in part like this, "Dear John: In connection with a re-working of our files, we ran into the enclosed. We thought you might be interested." Enclosed was the original weekly report, dated June 1, 1933 covering the writer's ideas concerning the accuracy of the glycerine analysis at a time when he was the plant routine chemist.

It has to be admitted the writer felt a bit flattered to think that a busy executive would take time out to drop him such a note and, secondly, that any report of his had been kept, even accidentally, in a company's file for over 20 years

The principal point of interest, however, as far as this column is concerned, rests in the fact that such reports were required of all department heads and that they did find their way to the head office. Ideas from the subordinate employees were given consideration by executives and thus the authors of these reports were made to feel as if they were an integral part of the company. Both of these things are good for any organization. Although very possibly this particular device,-the weekly report,-has long since been modified to meet new conditions, I feel safe in saying that the principle undoubtedly still remains. Call it good personnel relations, organization or what not, some companies have it and some do not. Particularly lacking in good personnel relations are many smaller concerns. The attitude often is: "I see Joe every day, if he has something on his mind I am sure he will tell me."

Perhaps he does,—on minor complaints. But, is he encouraged to present constructive ideas that may require the quietness of an office for proper consideration and reflection? Or is he encouraged to present ideas to others than his immediate supervisors? The writer has known several companies in the past in which the presentation of an idea to anyone other than the immediate supervisor was the equivalent of asking for one's resignation! Is this good?



EBW MODEL PORTABLE FILTER

A highly efficient, readily portable filter that meets requirements for smaller capacities. Perfromanceproven over the years in many hundreds of plants

throughout the world. Perhaps Ertel EBW model can economically speed up your production. Ask for full particulars — an EBW is in operation in your vicinity,



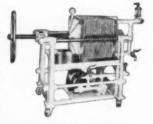
ECD MODEL **ENCLOSED** DISK FILTER

Typical of Ertel craftsmanship is this Positive Seal Multi-Purpose Disk Filter. The outstanding feature of independent filtering elements provides positive seal

of any type filtering medium. Cylinder prevents loss of liquid - particularly well adapted for volatile liquids as well as many other ordinary filtering requirements.

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circulatory system. Comparison and operation records prove the EU Model unmatched in design, versatility and operationlife. Experience has shown that the great majority of filtration problems can be solved by your consultation with our engineers. May we help you?



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KINGSTON 6. Branch Office & Showroom Located in New York City







INCOLUBLES SPOIL PRODUCTS

Contaminating metal ions probably spoil more synthetic detergents, soaps, soap products and cleaning compounds than any other single factor. They reduce detergency, increase precipitation and encourage scum and curds in hard water. They cause oxidation, dis-coloration, chalking and rancidity. They clog liquid soap dispensers, shorten shelf-life, and decrease saponification.

BETTER SYNERGISTIC ACTION

Versene works together with other soapmaking compounds to make them better. Exceptional stability at high temperatures throughout the pH range increases efficiency and prevents decomposition — even in hot concentrated alkaline solutions. It is safe to say that no matter what you may make in the way of a synthetic. matter what you may make in the way of a synthetic, soap, soap product or cleaning compound the proper addition of one or more of the Versenes can make it better - often at lower cost.

VERSENE CONTROLS QUALITY

Versene controls contaminating cations — prevents them from spoiling formulations in either process or product form. The quality and complexing power of Versene is guaranteed in both sample and carload lots. Versene is guaranteed in both sample and carload lots. The Versenes are made only under patents, originated, developed and operated by F. C. Bersworth. Available in wet or dry form, they are well worth investigation. Write Dept. C. Send at once for samples and Technical Bulletin #2. Chemical counsel on request.

VERSENE WATER TEST KIT. Tells total hardness in two minutes. Accurate to 1 gr. per gallon. Versenate method. Complete with instructions. \$5.00 postpaid.





Chemistry's most precise chemicals

FRAMINGHAM, MASSACHUSETTS

WAREHOUSE STOCKS

AGENTS

Chas. S. Tanner Co., liberty Life Bldg., Charlotte, N. C.
Kraft Chemical Co., Inc., 917 West 18th Street, Chicago 8, Illinois
Sien-I Chemical Company, Inc., One Hanson Pl., Breeklyn 17, N. Y.
George Mann & Co., Inc., 251 Fox Point Boulevard, Providence, Rhode Island
Wasatch Chemical Company, 2225 South Fifth East, Salt Lake City, Utah
Barada & Page, Inc., Houston, Dallas, Corpus Christi, New Orleans,
St. Louis, Wichita, Oklahoma City, Tuisa, Kansas City, Mo.

WEST COAST AGENTS

Braun-Knecht-Hamann Co., San Francisco, California
Van Waters & Rogers, Inc., Seattle, Wash. & Portland, Ore.
Braun Corporation, Los Angeles, California

No. 46, dated June, 1953, and dealing with, "Detergents, Emulsifiers and Emulsion Products, As Market Outlets for Fats and Oils" has just been released by the Department of Agriculture, Fats and Oils Branch, Washington, D. C. Copies are available from the writer, or through the Government Printing Office.

The writer has had something to do with this report, since it was based partly on data collected a year or so ago while we were engaged on government contracts. The first part of the reports, by Morris W. Sills, deals with "Detergents." It points out that the increased use of detergents over soap spells a reduced domestic fat consumption due to the fact that petroleum based materials control this market. It also indicates that where fats and oils are used, not over 50 per cent are of domestic origin. Even in cases where fats are used, consumption is 31/2 times less than the equivalent fat turned into soap. Instability of fats and oils prices has been a contributing factor to this situation. With present lower prices on fats, some market stability has returned and it is suggested that this may be a favorable situation for increased fat consump-

The second part of the report by Harry O. Doty, Jr. deals with "Emulsifiers." Fats and oils play an increased role in this market which is estimated at 360 million pounds annually. This includes captive consumption such as the glycerol monostearates frequently made in-situ by manufacturers of edible products such as shortening. The four principal fat derived emulsifiers are soap, sulfated and sulfonated oils, modified fatty amides and fatty acid esters. Over all commercial types number at least 600 and are increasing rapidly. The variety of uses is countless, the cost of manufacture largely the cost of raw material and the concentration used varies from traces to 10 per cent or more.

The tabulation below gives the estimated manufacturing cost of several items, 100 per cent active and based on September 1950 raw material costs.

	per lb
Alkyl aryl sod. sulfonate	20.4
Alkyl sod. sulfate	33.0
Glycerol monostearate	18.0
Polyoxyethylene glycol ester of stearic acid (15 moles of ethylene	
oxide)	18.1
Propylene glycol monostearate	16.4
Diethanolamide of stearic acid	18.6

Isopropylan Bulletin

A new bulletin on "Isopropylans" and their expanding use in the production of brushless shaving creams, lotions, creams and other products, has recently been released by Robinson, Wagner Co., New York. Two standard types are described: the No. 50 containing approximately 50 per cent of unreacted lanolin and the No. 33 containing approximately 33 per cent of unreacted lanolin. The bulletin also includes a section giving the average specifications, approximate composition and physical properties of isopropylans. Both types are clear, golden yellow, odorless liquids. The "Isopropylans" are compatible with all fats, oils and waxes. Copies of the bulletin are available upon request to the company at 110 E. 42nd St., New York.

New ASTM Symposium

A new 64-page report of a symposium on analysis of industrial water and industrial waste water, as presented at the 55th annual meeting of the American Society for Testing Materials, is now available from A.S.T.M. Copies of the book can be obtained

for \$1.50 each by writing to A.S.T.M. at 1916 Race St., Philadelphia.

P & S Lists Odor Masks

A brochure, "Perfume Specialties for Industrial Applications," has recently been published by Polak & Schwarz, Inc., New York, listing odor masks, neutralizers, and odorants, for addition to or incorporation in the formulation of polishes, cleaning and other solvents, insecticides, sanitation products, detergents, liquid and powdered soaps, disinfectants, room odorants, and many other products.

The brochure carries suggestions for uses, recommends proportions for formulation, and supplies price information for the individual materials. Data on specific gravity, solubility in various solvents, stability in soap, etc. appear on a chart.

The firm packages these industrial perfumes in tins of five, 10, and 25 pounds, and in drums of approximately 400 pounds. All varieties are available in water soluble form.

New Semi-Automatic Filler

A semi-automatic filling machine that fills semi-liquid and semi-solid products into all types of containers including tubes has recently been introduced by Filler Machine Co., Philmont Club Station, Pa. The portable unit fills between 15 and 55 containers per minute depending on product and size of containers to be

A cutaway view of the new Airslide car, a specialized covered hopper car for bulk shipping of caps, phosphates, alkalies and other dry, powdered granular commodities. It was built and designed by General American Transportation Co., Chicago, in collaboration with Fuller Co., Catasqua, Pa. The car is loaded by gravity and unloaded by (1) grav-ity feed into hopbelow track; (2) through utilization of any mechanical conveyor system: (3) or through any pneumatic conveyor system-vacuum or pressure.





WIDE EXPERIENCE

in precision processing machinery design is at your command when you call on

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for your special equipment needs

When you sit down with Proctor engineers to discuss processing equipment, you are availing yourself the benefit of a breadth and depth of experience that is virtually unequaled in any other single equipment manufacturer.

As a soap processor—you are no doubt thoroughly familiar with the Proctor completely automatic flake soap system. This is typical of the type of precision engineering of Proctor & Schwartz—but is by no means the extent of their operations.

Proctor engineers' wide experience in processing equipment design places them in an excellent position to assist any manufacturer of soap or synthetic powder in developing special equipment to meet changes in his product or processing. When you have a problem involving new equipment or processing—avail yourself of this experience. Call Proctor first.

Proctor & Schwartz · Inc ·

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Wyandotte

chemicals for soaps and detergents

CAUSTIC SODA—Wyandotte Mercury Cell Caustic is exceptionally pure and uniform . . . reagent quality.

SODA ASH—Purity, quality, and uniformity of Wyandotte Soda Ash is maintained by strict control testing throughout manufacture.

KREELON* CD—an alkylarylsulfonate-type detergent which combines the advantages of the detergent with Carbose.

CARBOSE* D—A sodium CMC specifically designed for detergency promotion . . . produces long-lasting suds, reduces skin irritation.

PLURONICS*—Wyandotte's new series of nonionic surfactants . . . including the only 100% active flake nonionic commercially available.

Wyandotte Chemicals is also an excellent source for the following chemicals:

Benzene hexachloride (BHC) . . . Bleaching agents . . . Sodium CMC . . . Chlorine . . . DDT . . . Detergents . . . Emulsifying agents . . . Ethylene glycols . . . Lindane . . . Methyl Bromide . . . Sodium bicarbonate . . . Solvents (chlorinated) . . . Water softeners . . . Weed Killers . . . Wetting Agents.

You'll find Wyandotte a dependable source of chemicals for soaps and detergents. Skilled technical assistance is yours for the asking. Mail the coupon for specific data.

Wyandotte CHEMICALS

Wyandotte Chemicals Corporation Wyandotte, Michigan Offices in Principal Cities.

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Please send do		, with respec
	(name of pro	iduct)
to the following	problem:	
Name		
Firm		

filled. All contact parts are of stainless steel and monel metal. A variable speed drive permits a wide speed range and a separate motor driven agitator can be supplied for use with products that must be constantly mixed and forced into the measuring cylinder. Whenever required, a foot operated clutch can also be provided to free operators' hands for filling operations. The machine contains a 25-gallon stainless steel hopper.

Folder on "Lipicil"

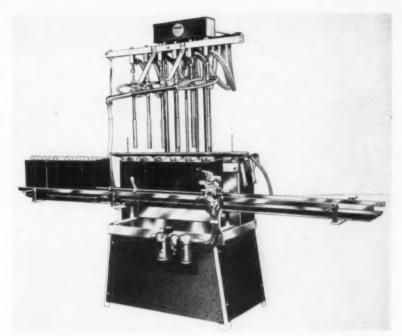
A complex of essentially unsaturated fatty acids trade-named "Lipicil" is one of the active principles in the cream treatment for dry or damaged hair by John Breck Inc., Springfield, Mass. Background information on this product, including an extensive 1 bliography, is supplied in a folder a cently published by the manufacturer.

Glyco Manual on Creams

A new manual containing the latest formulas for many cleansing products has recently been issued by Glyco Products Co., Brooklyn. Formulas and working directions are given for making shampoos, shaving creams, skin protectants, other creams and lotions. Sections are devoted to emulsion techniques and cosmetic raw materials. A chart of specifications giving chemical, physical and solubility data on polyhydric alcohol fatty acid esters is included. Free copies of this manual are available from the company at 26 Court St., Brooklyn.

New Chemical Wall Chart

A new wall chart of industrial chemicals derived from oils and fats has recently been issued by the chemical products division of Archer-Daniels-Midland Co., Cleveland. The 17 by 27 inch reference sheet charts the composition and specifications of all the standard "Chemi-fats" produced by ADM's chemical products division. Also, it includes seven "Adol" fatty alcohols, 10 "Hydrofo" glycerides, 14 fatty acids, and nine ADM sperm oil products. Shown on the chart in alphabetical sequence are common uses for the company's fat chemicals.



A new-type gravity filler, "Model SFN," specially designed for filling foamy liquids in one and five gallon containers was introduced recently by Packer Machinery Corp., New York. Machine is equipped with filling nozzles that fill from the bottom-up, thereby eliminating foam completely. Up to eight one-gallon, or four five-gallon containers can be filled simultaneously, and changeover from size to size is a matter of minutes.

Twenty-one sales offices, their addresses and telephone numbers are also listed. The chart is available at no cost to chemical processors, industrial companies, and research laboratories, by writing to the company at 2191 West 110 St., Cleveland.

New Cachalot Brochure

A new booklet that tells how to use "Cachalot" brand cetyl, oleyl, and stearyl alcohols in various applications has recently been released by M. Michel and Co., New York. Included in the brochure is an illustrated section showing diagrams of the sulfonation of fatty alcohol with chlorosulfonic acid. Copies are available on request to the company at 90 Broad St., New York.

Piping for Corrosives

Complete piping systems to handle corrosive liquids in industry are now practicable with the addition of "Boltaron 6200" fittings, H. N. Hartwell & Son, Inc., Boston, exclusive distributors of Bolta-Hartwell products, announced recently. Used in conjunction with Boltaron pipes and valves of unplasticized polyvinyl chloride, the new fittings of the same material are made in standard sizes of ½, ¼, ¾, 1½, ¾, one, 1¼, 1½, and two inches to match the rest of the line.

CSC Chemical Data Folder

A new folder on industrial chemicals has recently been released by Commercial Solvents Corp., New York. The folder features a two-page chart listing the products now available in tank car quantities, and describes their physical properties and uses. Included is a section on market development chemicals available in experimental quantities. Copies of the CSC folder can be secured by writing to the company at 260 Madison Ave., New York.

Glyco Makes EDTA

Full scale production of ethylenediamine tetraacetic acid (EDTA) and its salts has recently been announced by Glyco Products Co., Brooklyn. Under the trade-mark "Tetrine", Glyco is producing tonnage quantities in its plant at Williamsport, Pa. The product is used principally in liquid soaps, shampoos and synthetic detergent formulations.

Pepsodent Anti-Enzymes

"Protection against enzyme decay acids" is to be featured in "Chlorodent" tooth paste's new advertising campaign, Charles T. Lipscomb, Jr., president of the Pepsodent division, Lever Brothers Co., New York, announced recently. The advertising claims make no reference to any new ingredients in the paste.

Hinde & Dauch Merger

Merger of West Virginia Pulp and Paper Co., New York and Hinde & Dauch Paper Co., both established in 1888, was voted by their boards at separate meetings, subject to approval of stockholders, the West Virginia company announced recently. Under the plan, Hinde & Dauch would be operated as a subsidiary of West Virginia with its present officers and personnel. Hinde & Dauch stockholders would receive, for each share they own, one and one-third shares of new West Virginia common stock after a four-for-one split of its present common.

At the West Virginia special meeting to be held this fall, share-holders will vote on both the merger and the stock split, which would increase the authorized shares to 7,500,000 of \$5 par value. If the stock split is approved, the management expects to establish an annual dividend rate of \$1.40 a share.

S&S Represents Swiss Firm

Appointment as exclusive sales and service distributor in the United States for the Swiss SIG line of automatic wrapping machines was announced recently by Stokes and Smith of Philadelphia. Heretofore, sales of SIG machines to American users have been handled directly by the manufacturer at its plant at Neuhausen Rhine Falls, Switzerland.

New National Aniline Lab

Plans for the construction of a \$2,800,000 chemistry research center in Buffalo, N. Y., were announced recently by the National Aniline division of Allied Chemical & Dye Corp., New York. The company had requested the common council to suspend a city building code ordinance to allow it to build a three-story building at Peabody and Elk sts. larger than that allowed in the ordinance. The structure will be an L-shaped building, 337 feet long and 58 feet wide, with a one-story extension 93 feet long and 58 feet wide. Each floor of the main section of the building will have 19,546 square feet of floor space.

Name Hoffman U. S. Rep.

Appointment of William A. Hoffman, Inc., New York, as exclusive representative and distributors for the United States, by five essential oil houses, was announced recently. The European firms are: Adrian & Cie., Marseilles, France; Societe Extraits T. Noirot, Nancy, France; Riedel-de Haen Aktiengesellschaft, Hamburg, Germany; Filippo Sergi & Co., Reggio Calabria, Italy; and Etablissements Malvoisin Macon, Macon (Bourgogne), France.

Mrs. H. A. Colgate Dies

Mrs. Linda-Lee Wallace Colgate, wife of Henry A. Colgate, a director of Colgate-Palmolive-Peet Co., Jersey City, N. J., died recently. Surviving also is a daughter, Mrs. Warren Rathburn.

Toiletries Show

(From Page 49)

cord, for men. For women there were a new six-cake "Fashion Bouquet" toilet and guest soap in gardenia fragrance; a women's stick cologne in three fragrances; "Liquid Petals" in "Friendship Garden" fragrance, which has been repackaged in a plastic container with window to reveal contents. Assisting Mr. Carpenter at the show were W. J. Guindon, sales manager, B. L. Davis and other field men.

Allen B. Wrisley Co., Chicago, had a new six ounce "Candy Jar" container for a bubble bath preparation, previously offered only in a mammoth 23 ounce jar; a new "Kiddy" bubble bath with twelve envelopes to the package, ornamented with circus designs; a new "Superbe" pine bath oil in 16 ounce container; a new set which includes bubble bath, cologne and talc; a "3 Ring Circus" of castile

soap cakes in new animal forms, packaged in window box. Al Todd, Chicago area sales manager, was in charge.

Lightfoot Schultz Co., New York, displayed a full line of their celebrated novelty soaps designed to appeal to children. Included were a new "Space Ship" and a "Happy Hoboes" set. New, also, was a bubble bath offering in a two-quart bucket of waxed, waterproof cardboard. A new shower soap with cord for women was shown, along with a "Sweet Sixteen" box containing 16 guest-size toilet soap cakes and a perfumed floating soap, previously available only in a three-cake box, but now offered at one cake to a box. Frank Heinemann in charge.

Monogram Soap Co., Culver City, Calif., showed their full line of Walt Disney character soaps and other designs for the juvenile trade. First showing was made of a "Gay '90's" glass shaving mug in 12 different designs with cake of soap included. Delivery was to start about Sept. 15, according to Samuel Greenblatt, proprietor.

Elmer J. Engel & Associates, Chicago manufacturers' representatives, had a large display of shaving soaps, stick deodorants, lotions, talc, etc., for men, manufactured by the House of Hawick, Brooklyn, N. Y., Hawick's "Small Fry" line of bubble bath preparations, shampoos, bath powders, lotions, cologne, etc., for juveniles was also featured. Shown, too by Engel was a "Bath-O-Foam" bath powder in Christmas wrap made by Robert H. Clark, Beverly Hills, Calif., and a lanolin soap, distributed by Botany Mills, Passaic, N. J.

Roycemore Toiletries, Inc., Chicago, offered a "bath soap on a leash," a bath and shower bar with cord in assorted fragrances, packaged in a reusable plastic bag. To assist dealers in displays, those buying one gross were offered free a split oak market basket.

The House For Men, Chicago, had several new package designs for various men's soap sets and toilet articles, available in different colors to harmonize with bath room color schemes. Charles Cameron, sales manager, was in charge.

Sanitary Chemicals Section

Anniversary . . .



HE Chemical Specialties Manufacturers Association is proud to announce the celebration of its 40th anniversary on December 7-8, 1953 at the Mayflower Hotel, Washington, D. C.

For almost 40 years, leaders in the industry, from the smallest to the largest, have been identified with the activities of CSMA. Today, its membership is larger and covers a wider range of activities than ever before.

If your firm is eligible for membership, you are cordially invited to look in on its 40th annual meeting in Washington. If you want further information, write to

H. W. HAMILTON, Secretary



Chemical Specialties Manufacturers Association, Inc.

110 East 42nd Street

Clarence L. Weirich, President

New York 17, N. Y.

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CARBIDE AND CARBON CHEMICALS

for making-

rubber accelerators
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paper coatings
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pharmaceuticals
quaternary compounds



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Chemicals Company, a
Division of Union Carbide
and Carbon Corporation,
30 East 42nd Street, New
York 17, New York. Offices
in principal cities—in
Canada, Carbide and Carbon
Chemicals, Limited, Toronto.

In polishes for floors, shoes, and automobiles—

Oil and wax emulsions are easily made with Morpholine soaps and have excellent shelf-life. Morpholine does not boil off selectively during preparation and does not evaporate in storage. After application it evaporates gradually along with the water, leaving the oil or wax film resistant to water-spotting.

a corrosion inhibitor—

Morpholine effectively stops corrosion due to dissolved carbon dioxide in return condensate lines in steam systems.

That's not all—in addition to Morpholine, Carbide and Carbon offers several Morpholine derivatives—N-Methyl, N-Aminopropyl, and N-Phenyl Morpholines in commercial quantities and N-Ethyl, N-Acetyl, and N-Hydroxyethyl Morpholines in research quantities.

some clouds bring trouble!

A multitude of products are sold today in the modern aerosol container. The efficiency, practicability, and appeal of this remarkable package have again and again been proven.

But with the free dispersion of product into the aerosol cloud, a formerly unnoticed objectionable odor is magnified many-fold, often into a real disadvantage. Cosmetics, paints, insecticides, waxes, can be effectively improved odor-wise for aerosol packaging.

The chemists of van Ameringen-Haebler, Inc. have had long and successful experience in the improvement of many products. They can help you turn scent into a real selling force.

A neringen Haebler, inc

from the Laboratory of Aerosol Research comes the great new



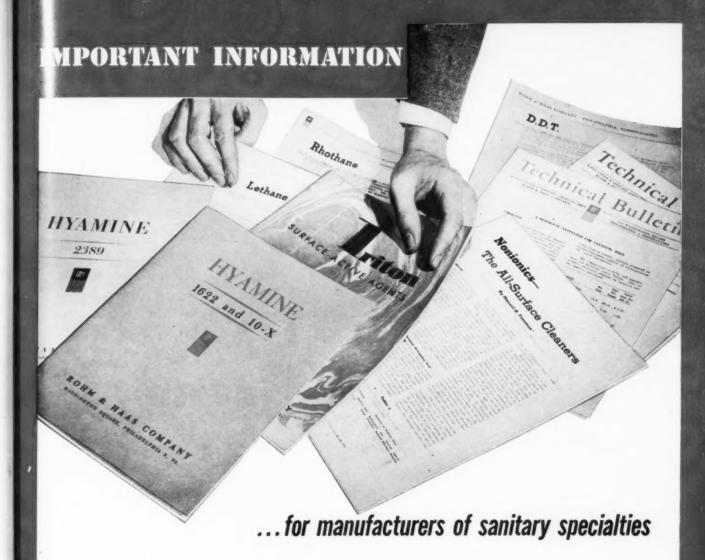
Pressure-fills faster than any other valve

THE K-38 AEROSOL VALVE is literally two valves in one. A new engineering principle, discovered in our laboratory allows quicker intake and more uniform dispensing. Available with smartly designed metal or plastic protective cover.

Aerosol Research Co.—pioneers in the manufacturing of aerosol valves and originator of the two-piece paint valve—is constantly working to bring better valves to the aerosol field. A complete staff of qualified research personnel is ready to help you solve your aerosol problems. We invite your inquiry. Samples and prices sent on request.

Acrosol Research Company

743 CIRCLE AVENUE, FOREST PARK, ILLINOIS



Research men at Rohm & Haas have much practical information to help you—obtained in the laboratory and in the field during more than 25 years fighting insects and bacteria; developing detergents and emulsifying compounds for the formulators of sanitary specialties. The products they have created—insecticides, bactericides and surface active agents—are a result of what they have learned during this time.

In addition, Rohm & Haas scientists have developed many methods for accurately evaluating sanitary chemicals. The Peet-Grady test is a standard procedure for evaluating insecticides. The "Dynamic Detergency Test Method" for measuring hard surface detergency is the latest Rohm & Haas method to gain widespread recognition for evaluating detergent compounds.

Rohm & Haas makes the knowledge gained from its many activities available to all its customers. If you have problems in developing cleaners, sanitizers, or insecticides, give us a call—a Rohm & Haas technically trained representative will be happy to help you. We'll also put you on our list to receive reports of our continuing research in sanitary chemicals.

LS

TRITON surface active agents aid dirt and grease removal, speed wetting and rinsing.

HYAMINE is an odorless, effective bactericide which in "use" solutions is non-corrosive, non-irritating, and stable.

LETHANE in aerosol mist, fog or liquid spray formulas gives fast knockdown of insects on contact, cuts manufacturing costs.

DDT, for dependable concentrates for spraying and dusting.

RHOTHANE—an analog of DDT, controls mosquitoes and other insects, is safer to warm blooded animals.

TRITON, HYAMINE, LETHANE, RHOTHANE are trade-marks, Reg. U.S. Pat. Off. and in principal foreign countries.

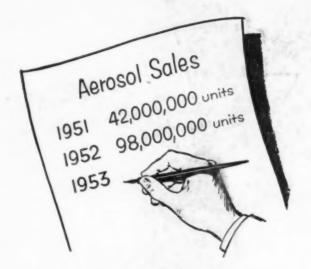


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WASHINGTON SQUARE, PHILADELPHIA 5, PA.

Representatives in principal foreign countri



Advertising...Market Surveys...Technical Assistance...and Research Highlight Forceful Program

Comparatively unknown in 1946, aerosols have become one of the biggest news makers in retailing history. Production skyrocketed from 42 million units in 1951 to 98 million last year, a 133% increase—and early reports indicate another big climb in 1953.

As demand rises, sales opportunities increase . . . and today's potential market is unlimited. To assist aerosol marketers, the Du Pont Company provides a comprehensive, 4-point program embracing promotion, market studies, technical assistance and product research.

PROMOTION

To back up selling activities of the aerosol industry, Du Pont conducts a solid advertising campaign in leading trade papers of 3 important outlet types—the drug, food and hardware fields. Each publication regularly carries 2-page advertisements under the masthead "Du Pont Aerosol News." The ads feature sales "success stories" reported by enterprising retailers... tips on displays, demonstrations and various promotions that have resulted in steadily rising profits. Each edition also contains many other timely items: facts about the markets for aerosols... merchandising ideas and materials supplied by manufacturers... and explanation of the importance and function of Freon® fluorinated hydrocarbon propellents. The "News" not only helps

HOW DU PONT WRITE A

dealers build profits through smart merchandising but also educates them on the sales-boosting features of aerosols, helping expand the market even more.

An extensive campaign in *Chemical Week* and *Drug & Cosmetic Industry* carries the story on aerosol packaging to all segments of the chemical specialty field. In addition, hard-hitting "Freon" propellent advertisements on industrial-type aerosols appear in the nationally circulated magazine *Business Week*. These messages are read by over



250,000 business executives who thus learn more about various industrial applications of aerosols.

Other activities include trade publicity on new aerosol developments, magazine articles and periodic radio and television commercials on the Du Pont "Cavalcade of America." And, rounding out all this promotion, a semi-permanent exhibit of the more than 40 types of aerosol products now on the market may be seen at Du Pont's mammoth display on the Boardwalk in Atlantic City, N. J.

MARKET SURVEYS

For the past 7 years, Du Pont has conducted detailed, nation-wide studies in drug, department, grocery, hardware, variety stores and automobile service stations. (Dealer and consumer surveys made alternately.) Each report gives manufacturers a clear view of the market situation. The 1952 survey,



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

"FREON" SAFE

IS HELPING AEROSOL PACKERS HIGHER SALES FIGURE IN '53

for example, spotlights the reactions of 2,233 dealers to pressure packaging: why they consider aerosol dispensing better than other methods . . . why customers like or dislike pressure-packed items—plus reports on topselling aerosols in each



kind of outlet . . . and classification of these outlets according to size . . . all valuable checkpoints to "target" selling. Handy digests of each survey are available on request.

TECHNICAL ASSISTANCE

Prospective and present aerosol-product manufacturers can obtain technical help and information by contacting Du Pont. Laboratory technicians are helping packers all over the country to ob-



tain proper product and propellent formulations . . . solveloading problems . . . insure a product that's designed for 1953 selling.

PRODUCT RESEARCH

Inventive Du Pont research is one strong reason why most aerosol manufacturers choose "Freon" propellents for formulation with their products. Over the past few years, a number of propellent solutions have been developed and made available to the industry to meet new requirements. In addition, Du Pont offers over 20 years' experience in the manufacture, testing, handling and use of organic

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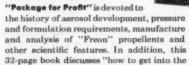


Why "FREON" propellents meet every standard of pressure-packaging

Du Pont "Freon" propellents are considered the standard of quality throughout the aerosol industry, and with good reason. Propellent solutions are available with the proper solvency and pressure characteristics to meet every requirement. In addition, these propellents are safe . . . nonflammable, nonexplosive, virtually nontoxic . . . all important qualities. Whatever your product, you can depend on "Freon" propellents to help insure efficient performance in pressure-packed aerosol containers.

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A wealth of information on technical and marketing aspects of aerosol products is contained in "Package for Profit" and "The Aerosol Market"... two booklets available on request.



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"The Aerosel Market" is a detailed digest of the 1952 Aerosel Dealer Survey. It contains many survey highlights . . . important factors to consider when planning marketing and merchandising campaigns.

For copies of this literature, and for other information, write: E. I. du Pont de Nemours & Co. (Inc.), "Kinetic" Chemicals Div., Wilmington 98, Del.





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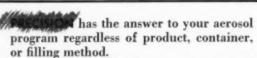


The foam type valve complete with dispensing head having its own locking device. . . . Foam type valve with dispensing head and protective dome. Can be obtained in variety of colors.





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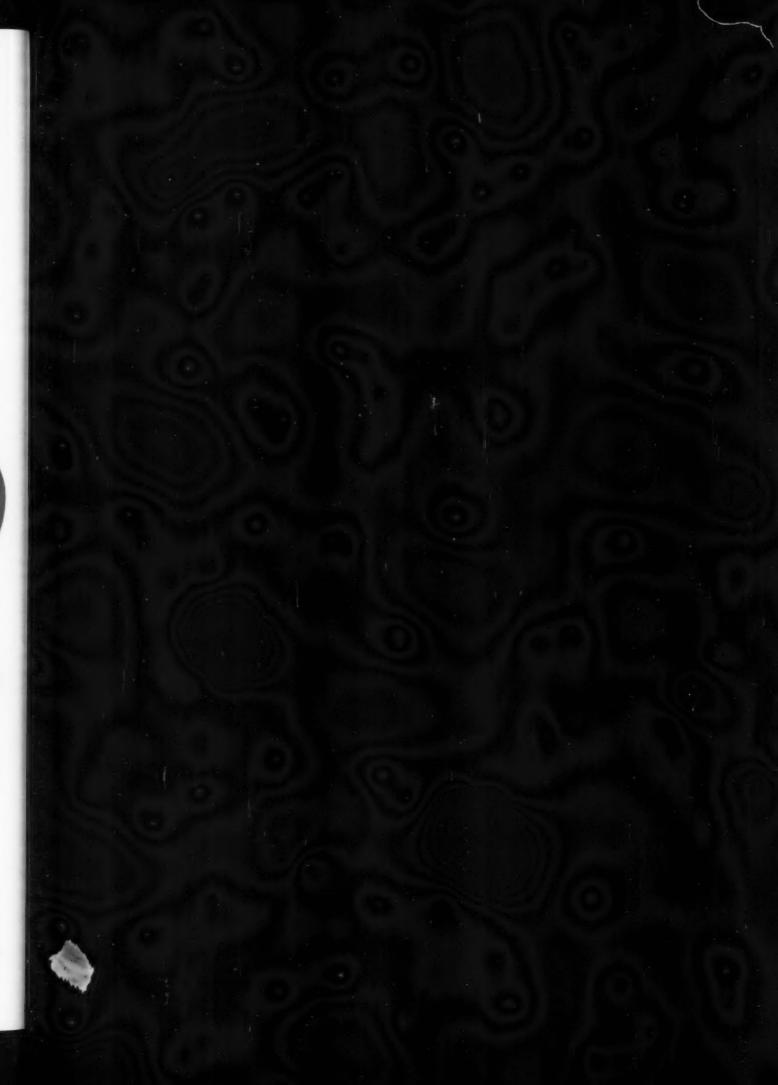
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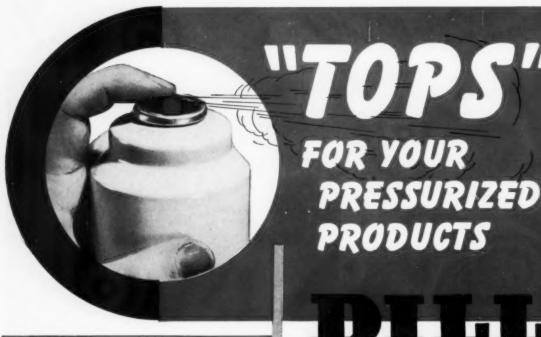


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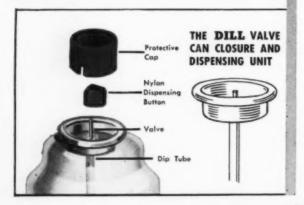
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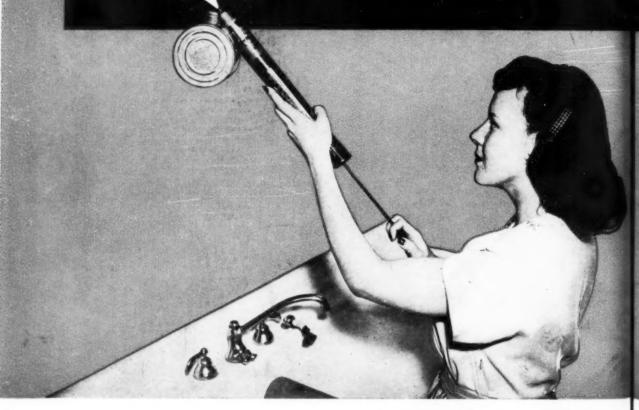
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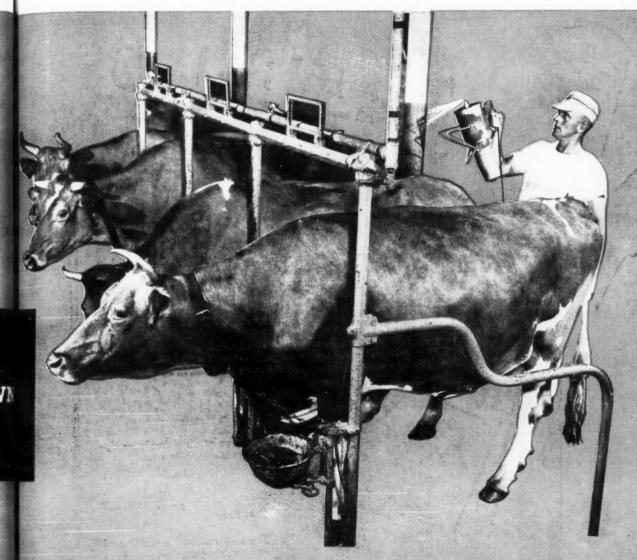




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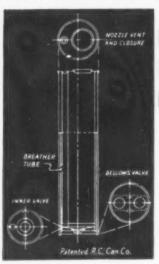
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First again is Baird & McGuire! This time with their new "S-D Cleaner," for "S-D Cleaner" with G-4 sanitizes as it deodorizes as it cleans... and how it cleans!

G-4 is the new germicidal ingredient recently discovered and perfected which possesses remarkable sanitizing and deodorizing properties.

"S-D Cleaner" with a coefficient 3, sanitizes, deodorizes and cleans in one easy, economical and complete operation!... If water won't harm it, "S-D Cleaner" with G-4 will clean it! And, it is non-irritating and non-toxic.

"S-D Cleaner" is compounded for hospitals, schools, public buildings, kennels, bakeries, dairies, canning plants, candy factories, homes, wherever a complete cleaner is needed. And, "S-D Cleaner" is superior for all types of floors!

"S-D Cleaner," unlike many other cleaners, is a combination of three different detergents. One possesses remarkable cleaning properties, the second will produce rich, copious suds, while the third is an unusual wetting agent.

"S-D Cleaner" suds can be mopped up in a jiffy, and leave a soft sheen with No Slip-periness!

"G-4" has amazing germicidal activity against both dirt and disease and its qualities as used in "S-D Cleaner" by Baird & McGuire offer you a superlative cleaner . . . not claiming, but doing three important jobs at the same time.

Yes, "S-D Cleaner" is a cleaner that does not mask odors, but absorbs and works to eliminate their cause.

BAIRD & McGUIRE, INC.
Holbrook, Massachusetts

"CREATORS AND COMPOUNDERS OF THE BEST IN CLEANERS AND DISINFECTANTS FOR OVER 43 YEARS"

HE business of controlling insects in the canning plant has really grown in importance in the last few years. In today's operation of a modern food plant, good house-keeping practices and sensible sanitation programs have become watchwords. It is now generally recognized by management and personnel alike that proper insect control is just as important as the quality of the raw materials or any other cleaning or food

money and effort have been expended to develop and build.

Perhaps some of you may recall the nationwide publicity given to one of the largest breweries in the country last year because Food & Drug found too many insects in their grain and malt materials. Probably the firm is still feeling the effects of the adverse publicity it received.

This same thing can and does happen in canning plants where per-

Insecticides for Canneries

processing operation in a canning

If further proof is needed one has only to read the publication which is issued regularly by the Federal Security Agency of The Pure Food & Drug Administration. More than half of the notices of judgement contain charges of adulteration, because the products consisted in whole or in part of a filthy substance, by reason of the presence of insect fragments, insect webbing, insect eggs and insect excreta. Most of these judgements usually result in substantial fines, and the affected products are ordered to be destroyed.

Even though in some cases the product loss may not be too great, or the fine too stiff, there is always the adverse publicity given to these cases by local newspapers. This does not at all serve as an inducement for the consuming public to buy the products of the canning plant involved. This may mean, not only a temporary loss of sales but often irreparable damage. It may take years to regain consumer confidence for which much time,

sonnel, through lack of knowledge or just plain carelessness, allow similar situations to occur. The choice, then, is a clean plant, free of insects, or all of the trials and tribulations that can result from being even a little bit insect control careless. Insects can be kept out of canning plants with a minimum of time, effort and expense, when approached intelligently, and with determination.

The first step, of course, is to make a study of the physical structure of the plant. All places where an insect could possibly enter a plant should be closed. This will discourage the migration of crawling insects into the plant. Wherever possible, screens should be utilized on windows and doors to reduce the opportunity for flying insects to gain entry. All screens should be checked regularly and all breaks or tears repaired, also all vents should be protected. Food deposits must never be allowed to accumulate because insects are attracted to most all food residues.

All raw material food products should be stored in dry, cool areas on

By Roy T. Orr

Mgr., Industrial Insecticides Dept. Diversey Corp., Chicago skids which are placed one to two feet apart. The spacing of skids eliminates many of the comfortable hiding places that insects need for living quarters and rebreeding purposes. Warm and damp spots are also favorite harborages for crawling insects and these should have special attention when cleaning.

Without doubt, good housekeeping practices go a long way toward reducing the insect problem in a canning plant. However, while certainly essential, good housekeeping alone is rarely, if ever, the complete answer. Any practical plant sanitation routine must be supplemented with a planned insect control program.

Insecticide Choice

THEN inaugurating an insect control program, the first and most important step is the selection of the correct kind and type of insecticide to use. The number one requirement should be that the insecticide is safe to use, and will not contaminate any food products with which it might inadvertently come in contact. It should be chemically formulated so as to have practically no odor, to avoid any possibility of absorption into food products. It should have a very rapid evaporation rate after it has accomplished its kill function. Additionally, the insecticide should have quick knockdown and kill ability so that the insects can be controlled with a minimum of time, effort and material.

The requirements for a good quality insecticide must, of necessity, be very rigid. This automatically rules out the use of residual type chlorinated hydrocarbon insecticides, wherever edible food products are handled or processed. Aside from the resistance which certain insects have developed toward some of the residual type insecticides, there is always the hazard of insect fragmentation in the finished food products. This is created by the slow mode of action of the chlorinated compounds. For the insecticide to be lethal, the insect must contact the residual deposit. It is then affected slowly by a paralysis through the legs or any other part of his body on which the insecticide has come in contact. In this way, a flying insect takes from

Safety is the number one factor to be considered in choosing an insecticide for use in a food handling plant. No odor and a fast kill are other musts.

10 minutes to two hours to die. It is an easy matter then for a fly to drop dead in mid-air over a vat or container of food products. The result? Insect fragmentation.

A crawling insect may take as long as 70 to 80 hours to die. During this period he may roam aimlessly around the plant in a half sick or stunned condition after contacting the residual insecticide. As a result, it is virtually impossible to insure against half dead insects crawling or falling into an open kettle or container of good food products. When this happens, it is termed insect fragmentation.

The chronic toxicity build-up which is developed with the use of most of the chlorinated hydrocarbons is also another definite hazard which is causing much concern. The National Canners Association warns against the use of some insecticides which impart off-flavors to exposed fruit and vegetable products being processed. This applies even though the insecticide is considered one of the safest of the chlorinated compounds. The imparting of off-flavors is caused by the fumes which are given off by the chlorinated compounds during their drying or evaporating process. Such fumes may also be absorbed into the human skin and cause rashes, as well as irritation of the nostrils and eyes.

The tendency in food handling plants seems to be away from the use of residual type materials, with greater emphasis being placed on the safe, relatively non-toxic, space type insecticides.

The non-toxic, space type insecticide should consist of at least two recognized, effective insecticidal agents, plus a good, proven activator or synergist. A completely deodorized base oil should be used as the carrier. The finished insecticide should run at least 170°F. flash point. The extremely high

flash point allows for a much greater safety margin where fire or explosive hazards must be considered. A 170°F. flash point insecticide assures that a high quality base carrier oil is being used and all of the possible contaminating residues have been removed. The importance of this cannot be over emphasized. Such an insecticide has been developed in our laboratories. Its chemical constituents are pyrethrum, allethrin and sulfoxide, in properly balanced ratio, in a completely deodorized base carrier oil.

Product for Drosophila

THE subject of control of Drosophila, which is the technical term for vinegar flies, sour gnats or fruit flies, has become very controversial over the past several years.

The Extension Service of the College of Agriculture, New Brunswick, N. J., in conjunction with other cooperating agencies, last year developed a two percent alcoholic extract of pyrethrins insecticide with a wetting agent. The New Brunswick Extension Service recommended that it be used on the basis of one part concentrate to 200 gallons of water for kill and control of vinegar flies on the trucks in the field and on the loading docks.

In an effort to cooperate with National Canners Association, which more or less sponsored the New Brunswick College recommendations, we made such a product available shortly before the beginning of the 1952 tomato pack. The results were very spotty. The general opinion was that the negative or poor results were caused by faulty application. This was partially true because certain types of equipment required to apply the insecticide were not available at most of the

The recommended mixture of

one part of concentrate to 200 parts of water diluted the finished insecticide down to 1/400ths of one percent of active ingredient. Even though the Drosophila is comparatively easy to kill, it can be seen that such a minute quantity of toxicant would not be very effective. Where mixtures of one to 100 or even one to 50 were tried, the results were still negligible and the cost was too great.

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It was emphatically stated by a five-man panel on vinegar fly control at the recent National Canners Convention in Chicago that the alcoholic extracts of pyrethrum, water type insecticide was a failure. In view of this it is doubtful that many canners will want to use this material again in 1953.

We have always advocated, and will continue to do so, the use of a good high quality oil base insecticide, such as the one previously described, for the kill and control of the fruit fly in the fields, on the trucks, and on the loading docks and inside the plant. Our reasons for this policy are based upon more than three years of favorable results achieved by nearly 70 percent of the tomato packers in Indiana, using our oil base insecticide as recommended. The method employed was to spray the stacked hampers in the field, on the trucks, and on the receiving docks, using suitable spray equipment.

The advantages which the high grade oil type insecticides have over the water based type in so far as kill power is concerned, are obvious when it is realized that the oil spray is applied undiluted and contains three toxicants, whereas the water type utilizes only one.

The oil type stays in suspension longer, which gives it the further advantage of greater and more rapid disbursement. The smaller micron size allows for better spread and penetration as well as aiding the much greater

percentage of active toxicants to achieve rapid knockdown and kill.

In the fields or on the trucks where pressure or electrical connections are not generally available, the agricultural type, three-gallon pressure sprayer proved very adequate when a special orifice for spraying oil type insecticides was used. This special orifice produces a fog or vapor rather than a wet spray, which the standard orifice develops. These units are available in any hardware store or can be obtained from the H. D. Hudson Mfg. Co., or Lowell Manufacturing Co., both of Chicago.

Where electrical connections are available, the "Microsol 202 Fog Generator" proved very effective; in some cases the larger "Microsol 303" was used on exceptionally large loading docks.

Where pressure was available, many plants made use of a vaporizing system by means of permanently installed units which are piped to air or steam pressure and placed eight to 10 feet apart on the back wall of the loading dock suspended three to five feet from the top.

The back vaporizing jets are blocked out to allow for the insecticide vapors to be propelled outward to kill and repell all flying insects. This also reduces their chance to gain entry into the plant.

The method has been found to be effective for control of roaches and other crawling insects, as well as for all flying insects. The same units are also installed inside the plant.

The recognized concern that contact of the oil type insecticide might impart off-flavors to the finished product has been found to have no basis in the light of the successful experience with tomato packers in Indiana. Any excess of the oil type insecticide which did come in direct con-

tact with and remained on the tomatoes, was removed during the washing and scalding processes.

It is extremely important to be certain that the insecticide used has all of the qualities just mentioned: a completely deodorized base carrier oil that has very rapid evaporating qualities and will leave no odor or aftertaste where is does come into direct contact with food products. The flash point should never be less than 170°F. The high flash point assures that the best quality carrier is being used and that all possible contaminating residues have been removed.

The Bureau of Standards has established ratings of B-A and Double A for space type insecticides. Double A grade is the highest rating. However, the Double A grades fall far short of what a good quality space type insecticide should be. They are rarely, if ever, sufficiently high in kill material content to kill and control effectively the variety of insects usually found in most canning plants.

Uphold Fair Trade Rule

The U. S. District Court in New Orleans has refused to vacate fair trade injunctions obtained by ten soap and cosmetic manufacturers against a supermarket operator, according to a recent announcement by the Bureau of Education on Fair Trade, New York. The injunctions were obtained by Lever Brothers Co., Colgate-Palmolive-Peet Co., Mennen Co., Bristol-Myers Co., and Sterling Drug, Inc.

Counsel for Schwegmann Supermarket had moved to have the injunctions vacated on the ground that other retailers in New Orleans were disregarding minimum fair trade prices -which the injunctions restrain the market from doing-but were not being brought into court by the manufacturers at interest. In his ruling, Judge J. Skelly Wright, indicated that injunctions would be vacated only when it was shown that fair trade violations by other retailers reflected "bad faith" on the part of manufacturers in securing compliance with the fair trade laws. The supermarket is now in process of appealing the Fifth Circuit Court's decision to the U. S. Supreme Court.

The use of a high quality oil base type insecticide is recommended for control of fruit flies in the field, on trucks, on loading platform and inside plant.



Headquarters of Sterling Scap & Chemical Co. in Wilmington

Demonstrations Pay off for

EMONSTRATIONS have been the backbone of the successful selling program undertaken by the Sterling Soap & Chemical Company, Wilmington, Del. Showing customers exactly how a certain detergent performs, or how a highly polished surface results from using a promoted brand of wax is better than a complete description of the product and its benefits, Sterling executives believe.

"Many customers are of the opinion that every salesman will boost the products that he is selling just to get their order," says Raymond W. Hoffman, vice-president of the firm. "Buyers of cleaning materials listen to the salesman's presentation, ask a few questions, then reply that they will give these products consideration. Actually, it has been found, the customer buys the products from the

salesman who has made a better sales presentation.

"We feel that the best way to gain a customer's confidence is to show him what our products will do for him. If a salesman has the courage to pour some furniture wax or polish on the customer's desk, or put down a cleaning liquid on the floor and then proceed to demonstrate it, we feel he has enough confidence in our products to stress it to the customer. On the other hand, if a customer or prospect sees the salesman demonstrating his products in the buyer's presence, he feels that the salesman is behind the product himself, and this helps to sell the customer on both the product and the salesman.

Demonstrations have also been found the way to build up more sales with regular customers. The Sterling plan of operation is to have salesmen

contact regular customers and prospects frequently. As many of the regular customers have standing orders which call for repeating previous purchases, the Sterling idea is to build up sales to them.

"We never overlook our own customers as prospects for more business," says Mr. Hoffman. "Buying from several different sources is a normal activity with buyers of sanitary chemicals and janitorial supplies. The idea, then, is to get as large an order as possible from every customer visited."

Size-up Customer

ACH salesman must "size-up" his customer to know what products or merchandise he should try to sell him in addition to the regular order. Once this is ascertained, the salesman makes sure to bring in a



Ray Hoffman discusses order with customer

Sterling

sample of the product, having worked out in advance the type of demonstration that he is going to use. If necessary the salesman will take along a floor machine in his car, and use this to demonstrate to the customer or prospect a floor product or the floor machine itself.

"We hold monthly sales meetings at which time our salesmen discuss their activities and results," relates Mr. Hoffman. "If a salesman is 'lining up' a customer for a certain product, he reports it at the meeting. Other salesmen who have sold the product under similar circumstances tell what approach they used to make the sale. In this way the salesman prepares for the presentation."

Once a customer has been sold on one product, the salesman lays the foundation for selling another item. This is how small customers have

By Phil Lance

developed into bigger ones and large buyers into still larger ones for Sterling. Once a customer starts buying a product, generally he continues to reorder it, and thus, repeat business keeps building up.

This same system is the basis for "opening up" new prospects. Rather than come in with a complete line of products in the hope of "breaking in," the salesmen use only one item as the wedge. The idea is to get the initial or starting order from the prospect, and by continued sampling and demonstration to build volume by sales of other products. Of course this may take weeks and, in some cases, months, but once the customer is on the company's books, he becomes a regular account and his volume of purchases keeps growing.

"If a salesman calls on a new prospect and tries to sell him our entire line the sales job becomes difficult because the buyer naturally has other sources of supply," points out Mr. Hoffman. "But if the salesman concentrates on only one item, the customer may be inclined to give it a try. Once this is done, our salesman can call on that prospect regularly until he builds up his business."

In an effort to build up business on a cash basis, customers are given a one percent discount, net 30 days. Discounts for prompt payment have been a topic of considerable discussion recently and the list of customers taking advantage of this savings has been growing steadily.

Sterling salesmen work on a drawing-against-commission account basis. They use their own cars in making their rounds and each salesman has a protected list of customers. As one salesman may fail to convert a prospect into a customer, another may be given an opportunity to call on him. The first salesman to sell the prospect adds his name to his protected list.

As an inducement to salesmen to sell more products and promote prompt payments, Sterling has a yearly bonus system that enhances these phases of the business. Each salesman is given a basic sales figure that he must reach as his normal quota of business. This figure must be met by the end of the year. On all other business, outstanding or otherwise, the salesman is given a bonus in addition to his regular earnings.

Periodically, Sterling Soap & Chemical Co. stages sales contests to stimulate the activity of its salesmen. As a rule, points are awarded based on sales performance. These points are used to acquire merchandise upon which point values have been established. This type of contest has worked out very successfully for Sterling.

Sterling Is 18

STERLING SOAP & CHEMICAL COMPANY was started 18 years ago by Louis Rothstein, who built up this business on a demonstration basis. His business kept growing until his death nine years ago, when his wife became the administrative head. At this same time, Raymond W. Hoffman

(Turn to Page 190)

Radioactive Tracers in Insecticide Research

ABLE 1 contains a summary of the radioisotope-labeled insecticides that have been been prepared up to the present time. The insecticides are arranged according to the following categories: (1) synthetic organic insecticides, sub-divided into halogenated hydrocarbons and organic phosphates, (2) fumigants, (3) plantderived insecticides, (4) inorganic insecticides and (5) miscellaneous. The literature citations to those insecticides have been divided into those providing information about a method of preparation and those in which the labeled insecticide has been used to study some problem. In most cases a discussion of the methods of preparation will not be included here but the more significant research findings using these labeled insecticides will be reviewed according to the arrangement in Table 1.

Synthetic Organic Insecticides a. Halogenated hydrocarbons:

DT, 2,2-bis(p-chlorophenyl)-1,1,1-trichloroethane, has been labeled with C14 not only in the p,p' positions of the phenyl groups (19) but also in the number 2-carbon of the ethane group (62). There are also unpublished reports of preparations involving the random labeling of the phenyl groups with C14. As is the case with most C14 syntheses, the principal concern has been to incorporate sufficient radioactivity into the final product. This has been rather satisfactorily achieved in the two syntheses cited above. The dibromo- and diiodoanalogues of DDT have been prepared and labeled with Bre (27, 88) and I¹⁰¹ (44), respectively. Experimental uses of all these compounds will be discussed briefly in the following paragraphs.

The distribution and metabolism of both p,p'-C"-labeled DDT (19)

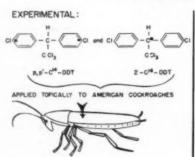
and the 2-C14-labeled DDT prepared by Pearce and Jensen (62) in the American cockroach, Periplaneta americana (L.), have been studied by Dahm et al. (14). The internal distribution of the radioactivity from these two radioactive insecticides, following topical applications of sublethal and lethal dosages, and the elimination of metabolic products of the insecticides have been studied. The radioactivity from the insecticides is extensively distributed in the internal organs and tissues; little or no p,p'-C14-DDT is metabolized and expired as C14O2; and the major portion of the radioactivity from both radioactive DDT molecules is excreted in the feces as one or more metabolites of DDT. These distribution and mode of action studies are illustrated diagrammatically in Figure 7.

Various studies are also being conducted with both the p,p'-C¹⁴-labeled DDT (19) and the 2-C¹⁴-labeled DDT (62) by personnel of the Technical Development Laboratories, U. S. Public Health Service, in Savannah, Georgia. Pearce and Jensen (62) of these laboratories synthesized the 2-C¹⁶-labeled DDT cited above.

Lindquist et al. (51) studied the penetration and metabolism of C14-labeled DDT both by applying microdosages to DDT-resistant adult female house flies, Musca domestica L., and by allowing flies to walk over a dry residue of the insecticide. After 24 hours, the dead and surviving flies in both experiments were washed in acetone to remove the DDT from the exterior of the flies. The flies were then macerated and the DDT and metabolites extracted with acetone. From the flies surviving the topical treatment, 78 percent of the DDT applied was recovered. Of the DDT recovered, 18 percent had apparently penetrated into the body of the fly. Bioassays of the fly extracts with mosquito larvae showed that 63 percent of the total DDT absorbed by topically-treated

Fig. 7 A diagrammatic illustration of distribution and mode of action studies following topical appliances of p',p'- $C^{4\epsilon}$ and 2- $C^{\epsilon\epsilon}$ -labeled DDT to the American cockroach, **Periplaneta americana** (L.).

DISTRIBUTION AND METABOLISM STUDIES OF RADIOACTIVE DDT IN THE AMERICAN COCKROACH



- DETERMINE DISTRIBUTION OF RADIOACTIVITY IN CUTICLE, INTERNAL ORGANS AND TISSUES
- DETERMINE METABOLIC PATHWAYS OF RADIO-ACTIVITY, 4 9, C140, AND FECES
- S COMDUCT BIOLOGICAL ASSAYS, CHEMICAL ANALYSES, AND PAPER CHROMATOGRAPHY STUDIES OF EXTRACTS OF RADIDACTIVE SAMPLES

FINDINGS:

- I RADIOACTIVITY EXTENSIVELY DISTRIBUTED IN INTERNAL ORGANS AND TISSUES
- 2 LITTLE OR NO P. 9'-C'4-DOT METABOLIZED OR EXPIRED AS C'402
- 3. MAJOR PORTION OF RADIOACTIVITY FROM BOTH DDT MOLECULES EXCRETED IN FECES AS ONE OR MORE METABOLITES

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Part II

surviving flies was nontoxic and therefore metabolized. The 27 percent that was toxic was probably DDT since neither of the probable metabolic products, 2,2-bis (p-chlorophenyl) acetic acid (DDA) nor 2-2-bis (p-chlorophenyl)-1,1-dichloroethylene (DDE) killed the mosquito larvae. In the dead flies, 71 percent of the DDT was metabolized. The flies treated with the residue of DDT showed approximately the same degree of metabolization of DDT. In tests with DDT-susceptible house flies, approximately the same percent of the DDT that penetrated the cuticle was metabolized to a nontoxic product as occurred in the resistant flies.

Lindquist et al. (52) also determined the distribution of C"-labeled DDT in female adult DDT-resistant house flies. The DDT was either applied topically in microdosages or the flies were exposed to a residual deposit of DDT. Flies treated topically with the DDT showed approximately 30 percent of the total absorbed in the internal organs and the remainder was distributed throughout the cuticle. Flies exposed to a residual deposit of the DDT showed a similar distribution of the toxicants, but only one-third to one-fourth as much as in the topically treated flies.

Hoffman et al. (35) investigated the effects on DDT-resistant house flies, Musca domestica L., of intermittent exposures to small amounts of C-"-labeled DDT residues. Although the total exposure was the same, sur-

¹ Contribution No. 613, Department of Entomology, Some of the research included in this paper has been supported in part by the Division of Biology and Medicine, U. S. Atomic Euergy Commis ion, Contract No. AT(11-1)-200; the Insecticide Department, American Cyanamid Company; and the Gulf Research & Development Company.

Company; and the Gulf Rescured Company.

A portion of this article was presented as a paper at the 37th mid-year meeting of the Insecticide Division, Chemical Specialties Manufacturers Association, Chicago, May 18, 1953.

Mr. Dahm is now c-unected with the Department of Zoology and Entomology at Iowa State College, Ames.

Table 1. A Summary of Preparation Methods and Uses of Radioisotope-labeled Insecticides and Related Chemicals.

Name	Formula and Labeling	Source	Ref	erenses				
		Radio- activity	Preparation	lise				
1. Synthetic Organic Insec	cticides							
s. Halogenated hydroc DDT, 2,2-bis(p-chloro- phenyl)-1,1,1-trichloro- athane.	C1 C1 C1	cl4 is the p,p' positions on the	Fields et al. (19).	Dahm at al. (14) Hoffman at al. (35, 36). Lindquist at al.				
	cı Cı	rings, 614 in no. 2-C of .ethane group	Pearce and James (62).	(51, 52). Dahm et al. (14) USPHS (78).				
DRTT, 2,2-bis(p-bromo- phenyl)-1,1,1-trichloro- sthame.	ne CCL3	Br ⁶² in the p,p' positions on the rings.	Hanson et al. (27). Winteringham et al. (88).	Hansen <u>st al</u> . (27). Winteringham (82). Winteringham <u>st al</u> . (86, 85, 86, 88, 89).				
DDT, 2-2-bis(p-iodo- phenyl)-1,1,1-trichloro- sthame.	r* cci3	1131 in the p,p' positions on the rings.	Jensen and Pearce (44).	Jensen (42).				
Q-137, 1,1-bis(p-ethyl phenyl)2,2-dichloroethans	C2H5 CBCl2	cl4 in the p,p' positions on the rings.	Rohm and Hass (66).	Rohm and Heas (66).				
MIC, MCCH, consisting of alpha, beta, games, lelts, and epsilon isc- mers of 1, 2,3,4,5,6- memchlorocycloberane,	C1 H C1 C1	Neutron activation Cl ³⁵ n.D. S35	Winteringhea et al. (85, 86).	Winteringham at al. (85, 86).				
of which the gamma iso- mer is the most active insecticidally.	H CI H	Douterium labeled ring.	Transer <u>et</u> <u>al</u> . (75).	Trenner <u>et al</u> . (75).				
	H Cl Probable configuration of the gamma-isomer.	C1.36	Prep. of pure game isomer Craig at al. (10).	Craig et al. (10).				
b. Organic Phospha	tes							
Diethyl phosphoric acid	C ₂ H ₅ O P - OH	p32	-	Pernamio <u>et</u> <u>al</u> . (18),				
DFF, diisopropyl fluoro- phosphate	(CH ₃) ₂ CH0	p32	Witten and Miller (90).	Hart st al. (28). Jandorf and McHamara (37, 38). Jansen et al. (40). Michel and Krop (58).				
HETP, hemsethyl pyro- phosphate.	Insecticidal activity of the mixture of compounds present in METP due to TEPP.	. cl4	Brauer and Pessotti (5, 6). Rothchild (67).	Brauer and Pessotti (5, 6).				
		P32	Brauer (4). Rothchild (67).	Brauer (4).				
EFF, tetraethyl pyro- phosphate.	C2H50 P 0 11 0C2H5 C2H5 C2H5 C	p32		Fernando et al. (18). Roan et al. (65).				
IPF, tetra- <u>iso-propyl</u> nyrophosphate.	(CH ₃) ₂ CHO O OCH(CH ₃) ₂ (CH ₃) ₂ CHO OCH(CH ₃) ₂	1	-	Roan et al. (65).				
nmPP, tetra-g-butyl nyrophosphate.	Ct_HgO 0 0 0 0 0 0 0 0 0	p32	-	Permando <u>et al</u> . (18). Roan <u>et al</u> . (65).				
Paraoxon, 0,0-diethyl- 0,p-mitrophenyl phosphate	C2H50 P-0- NO2	p32	-	Fernando et al. (18). Roan et al. (65).				
arathion, 0,0, disthyl- ,g-mitrophenyl thio- hosphate	C2H50 S* NO NO 2	p32	Lockeu et al. (54). Lockeu and Ludicke (53).	Fernando et al. (18). Lockau et al. (54). Lockau and Lüdicke (53).				
	C2H50 0- 17 NC2	S35	Jensen and Pearce (45).	Jensen <u>et al</u> . (43).				
		p32 and 835	Hein and McParland (33).	Dahm and Robbins (13). Hein at al. (34).				

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vival was higher among the flies allowed the longer rest periods between exposures. The total amounts of radioactive DDT absorbed was similar in both experiments. Since, in working with non-radioactive DDT, it was found that for both DDT-resistant and non-resistant flies the mortality decreased as the time between exposures was lengthened, it was believed that the flies were able to detoxify or otherwise reduce the effect of the poison. In a later paper, Hoffman et al. (36) have indicated the importance of timing the analyses in absorption studies with DDT. This work was done using C"-labeled DDT and house flies. A five-day delay in the analysis of flies succumbing within 24 hours after treatment increased the amount of DDT absorbed as much as 45 percent and a nine-day delay 62 percent. About the same increase was obtained for flies that survived the DDT treatment for five days, indicating that absorption of DDT proceeded at about the same rate in dead as living flies. Treated flies radioassayed after a lapse of more than a year showed a large increase in the amount of DDT penetrating the integument.

Hansen et al. (27) were the first to prepare the radioactive Brs analogue of DDT, or 2,2-bis (p-bromophenyl) - 1,1,1 - trichloroethane, and hereinafter referred to as DBr 2DT. This compound, except for a slightly lower toxicity, behaves similarly to DDT. A saturated solution of the compound in "Cellosolve" was applied topically to adult American cockroaches, Periplaneta americana (L.), and larvae of the cadelle, Tenebriodes mauritanicus (L.), the yellow mealworm, Tenebrio molitor L., and the wax moth, Galleria mellonella (L.). Various portions of these insects were carefully dissected, spread on slides, dried, and covered with a celloidin film. Autoradiograms were made using X-ray film. Almost all the tissues could be identified on the exposed film. There was evidence that the radioisotope was present in the nerve cord and brain as well as in other parts of the insects.

Winteringham et al. (88) also have synthesized DBr^{so}DT which was used to indicate the fate of the compound when it was sprayed on to wheat

Table 1. (Cont'd) a summary of Preparation Methods and Uses of Radioisotope-labeled Insecticine and Related Chemicals.

Name	Formula and Labeling	Source	References						
		Radio- activity	Preparation	Use					
b. Organic shosphat	tes (continued)	•							
GPFA, octamethylpyro- phosphorwatids (I), wet actually consisting of about equal amounts of both compounds I and II and a lesser amount of III	(CH ₃) ₂ N	y32	Gardiner and Eilby (24, 25). Hartley at al. (30).	David (15, 16). Gardiner and Elley (24). Hartley (29). Hartley at al. (30). Heath at al. (73), 32?. Stein at al. (70). Heath (77), Heath and Matcalf (77).					
"Systom," "E-1059," 0,0- disthyl-0-2-(ethyl- mercapto)-ethyl thio- phosphate	C2H50 S* 0-C2H6-S-C2H5	P32 and 835	Chatters (9).	Chatters (9).					
2. Funigante.									
Hydrogen cyanide or hydrocyanic acid	нс∙и	c. 14	Abrams (1), Loftfield (55), McCarter (56), Selff and Tolbert (68),						
Sulfur dioxide	s*02	g35	Johnson and Huston (46).	-					
Carbon disulfide	cs*	g35	Strittmetter et al. (72).	Strittmatter et al. (72).					
		c14	Foremen et al.	Winteringham (82),					
Wethyl bromide	C.H.3BL.	1000	Winteringham (80).	Winteringham (80).					
Hethyl indide		C14	Tolbert (74).	_					
	с*н ₃ 1*	1232	Winteringham at al. (87).	Winteringham (82). Winteringham et al. (85, 86, 87).					
Carbon tetrachloride	c*cn,	014	Beamer (3).	-					
 Plant-derived insecticide Bioetine, 1-1-methyl-2- (3'-pyridyl)-pyrrolidine. 	N CH3	cli, bio- synthesis with £1402 and Nico- tions run- tics. Random labeling?	Gammatal. (22). (22). (26).	Game et al. (2)).					
yrethrine and cinerine, extracts of pyrethrum of high the active toxiconts are four estore, pyrethrine and II and cinerine I and I fermed from two alcohols at two acids,	H ₃ C. CH ₂ ·CH=CH-CH=CB ₂ 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Cl4, bic- synthesis with Cl402 and Chry- santhons cincrutia- folius (Trev.). Random labeling.	Pallegrini et al. (63).	Earle (17). Winteringham (83). Zeid ot al. (91).					
. Inorganic insecticides			Thomas (73).	Thomas (73).					
Commental sulfur	8*	g35	Turrell and Chervenak (76, 77).	Turrell and Chervenak (76, 77).					
Elemental arcenic	As*	Aa76	Thomas (73). Winteringham (81).	Thomas (73).					
reenie trioxide or reenious oxide	Aa203	Au76	_	Morrison and Oliver (59).					
traenious acid(s)	ortho - H ₃ As*O ₃ pyro - H ₆ As*O ₅ meta - HAs*O ₂	As 76	Straube <u>st</u> <u>al</u> . (71).						
ead arresate	acid - PbHAs O,	Thp ²¹² in the ares- mate	Compbell and Lukeme (8).	Campbell and Lukeze (8).					
	basic - Pb _b (PbOH)(As*Q _b) ₃	Predominant- ly As ⁷⁴ ?	Norton and Name berry (60).	Horton and Hansberry (60).					
Disolium armenate	Wa ₂ Hās [♥] Q ₄	Predominantly As 74?	Morton and Haneberry (60).	Norton and Hazaberry (60).					
Dapie calcium arrenate	Principally [Ca ₃ (As Q, 2] ₃ · Ca(OH) ₂	Produmin- antly &s 74?	Horton and Hazaberry (60).	Nortce and Hansburry (60).					

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against Pests...

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Wettable and Dry Powders Oil Concentrates Emulsifiable Concentrates

CHLORDANE

Oil Concentrates Wettable and Dry Powders Emulsifiable Concentrates

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Ground Seed
Dust Concentrates

TOXAPHENE

Wettable Powders Dust Concentrates

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which was subsequently milled, baked, and fed to animals. The wheat, carrying 40.2 ppm of the labeled insecticide, was milled under typical conditions. A concentration of 14.6 ppm was found in the flour (85 percent extraction) and 11.2 ppm in the bread made from the flour. There was evidence that some of the insecticide was in a combined form in the bread. Some of the grain and bread were fed to chickens and rats. The insecticide was found in all the tissues examined. A fraction of the radioactivity found in the excreta behaved as the 2,2-bis(pbromo-82-phenyl) acetic acid metabolite hereinafter referred to as DBr DA. This metabolite also was identified in the urine of a man following ingestion of some of the bread. Using this same radioactive analogue of DDT, Winteringham et al. (84) have developed a reversed-phase paper partition chromatographic analytical method for DBr DT and two possible metabolites, 2,2-bis (p-bromo-82phenyl)-1,1-dichloroethylene, hereinafter referred to as DBr DE, and DBrs2DA. Winteringham et al. (89) used DBr DT and the paper chromatography method just cited to study the resistance of house flies to DDT. Preliminary penetration studies indicated that DDT-resistant flies were also resistant to the DBr 82DT but their resistance was not associated with decreased absorption of the applied insecticide. Metabolism of DBr SDT was observed only in the DDT-resistant house flies, DBr DE being the only metabolite found. There was no evidence of the presence of DBr DA or of any metabolite of Rr value2 sufficiently different from that of DBr"2DT or DBr"2DE. These results suggest that the metabolism is enzymatic in nature. The metabolism appears to be insufficiently rapid to account for the successful resistance of the flies used in these experiments. Alternatively, only a small fraction of the applied insecticide is involved at the site of action, but it is this fraction which is metabolized. To check whether the presence of DBrs2DE

might account for the observed resistance, experiments were performed in which mixtures of DBrstDT and DBrstDE were injected into or applied to susceptible flies. No evidence of protection was observed.

Winteringham et al. (85, 86) use the analytical techniques worked out for resolving mixtures of DBr*DT, DBr*DE, and DBr*DA as examples in their papers on radioactive-tracer techniques in paper chromatography. Winteringham (82) also includes a general discussion of his work with DBr*DT and metabolites in his paper dealing with some aspects of insecticide biochemistry.

Jensen (42) has indicated that the Ist analogue of DDT, 2,2-bis(p-iodo-131-phenyl) - 1,1,1-trichloroethane, has been administered to rats for the purpose of determining in greater detail the metabolic fate of DDT in animals.

An experimental insecticide, "Q-137," 1,1-bis (p-ethyl phenyl) 2,2-dichloroethane, which is rather closely related to DDT, has been reported by Rohm & Haas Co. (66) to have been synthesized in a manner which incorporated C¹⁴ into the molecule.

Winteringham et al. (85, 86) have chromatographed a mixture of alpha-, beta-, gamma-, and delta-isomers of 1,2,3,4,5,6-hexachlorocy-clohexane (BHC) under the conditions used for separating DBr⁵⁰DT and metabolites above (Winteringham et al., 84). The chromatogram was then irradiated at a flux of 10¹¹ neutrons per square cm. per second for one week and scanned two weeks later. A radio-chromatogram was obtained, and illustrated, in which the peaks were due to S⁵⁰ arising from the chlorine of the partly separated isomers by the

reaction: $C1^{a5} \longrightarrow S^{a5}$.

Trenner et al. (75) have developed a mass isotope dilution method for the absolute dtermination of the gamma-isomer of BHC, and, in principle, for some of the other known isomers of BHC in the crude benzene chlorination products. Gamma-hexadeuterobenzene, produced by photochlorination of deuterobenzene, is

used as the tracer molecule and the extent of isotopic dilution in the isolated gamma-isomer mixture is determined by means of infra-red spectrophotometry.

Craig et al. (10) have developed a procedure for determining the gamma isomer content of technical benzene hexachloride by a C136 isotope dilution method. In this analytical method, "a quantity of chemically pure radioactive gamma isomer of benzene hexachloride, labeled with C135, is added to a sample of technical grade benzene hexachloride of unknown gamma content. Through an extraction process, a sample of pure gamma isomer is isolated from the mixture. A quantitative isolation is not required. The specific activity of the final isolated sample is determined by dissolving the sample in acetone and counting in a thin-wall glass, liquid jacketed counter. The time required for a single analysis is about four hours. One analyst can run four or five determinations, simultaneously, in eight hours. The standard deviation of the method is ± 0.2 percent in gamma isomer content."

While discussing benzene hexachloride, it is worth noting that gamma rays from Co[®] have been attributed, by Brownell and his colleagues (2), to be more effective, as a result of their greater penetration, than ultra-violet rays in promoting the chlorination of benzene to produce benzene hexachloride.

(To be Continued)

Literature Cited

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^{2&}quot;Rr values" can be defined as the ratio between the distance of travel for the zone in chromatography and the pure solvent. These values are especially useful when direct observation of a zone is being made as in paper chromatography.



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15	180 min.	4 to 6	4-5	14-16	50-60	
23	180 min.	4 to 5	4-5	20-25	55-65	EMULSION POLISHES
36	180 min.	5 to 7	5-6	30-35	75-85	
50	180 min.	3 to 5	dark	10-20	65-75	PRINTING INKS CARBON PAPERS
180	180 min.	15 max.	2-2.5	Nil	Nil	PAPER COATING PACKAGING
200	190 min.	8 max.	brown	Nil	Nil	PROTECTIVE COATINGS
500	190 min.	8 max.	2-2.5	Nil	Nil	
700	190 min.	4 max.	2-2.5	Nil	Nil	POLISHES
1035	195 min.	2 max.	2-2.5	Nil	Nil	
Jet Black	185 min.	11 to 16	black	Nil	Nil	PROTECTIVE COATINGS
ESTAWAX 20	210 min.	2 max.	3 max.	Nil	Nil (Solvent Paste Polishes Solvent Liquid Polishes
ESTAWAX 25	210 min.	2 max.	3 max.	Nil	Nil S	Phonograph Records Carbon Paper
- 1						

Complete price information, technical data and samples are available on request.

Petrolite waxes are available for prompt shipment, packaged in cardboard cartons containing 8 ten-pound slabs per carton. Jet black wax is packaged in 300-lb. drums. Estawax is available in powdered form, approximately 100 lbs. per fibre drum. Shipments can be made from warehouse stocks in Jersey City, N. J., Chicago, Ill., Los Angeles, Calif., or from the refinery at Kilgore, Tex., F.O.B. shipping point nearest customer.

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Disinfectant Regulations...

A review of federal and state acts governing the sale of disinfectants and related sanitation products

By William A. Hadfield*

Pennsylvania Salt Manufacturing Co.

HE question has been often asked, "Why do products which are recommended for use as bactericides, disinfectants and sanitizers come under the jurisdiction of federal and state economic poison acts?" The answer is found in the definition of the words "fungicide" and "fungi" contained in the Federal Insecticide, Fungicide and Rodenticide Act of 1947 and many similar state model acts.

These definitions are as follows: The term "fungicide" means any substance or mixture of substances intended for preventing, destroying, repelling or mitigating any fungi. The term "fungi" means all non-chlorophyll bearing thallophytes (that is, all non-chlorophyll bearing plants of a lower order than mosses and liverworts) as, for example, rusts, smuts, mildews, molds, yeasts, and bacteria, except those on or in living man or other animals. Thus these substances, since they are used for destroying bacteria and reducing bacterial populations to a safe public health level, come under the purview of federal and state laws and the manufacturer must comply with provisions of the acts when shipping products in inter-state commerce and offering them for sale in the states having laws regulating these substances.

Federal Act

THE means of expressing the ingredient statement in the 1947 act was optional. However, a bill, HR620, was introduced in the House of Representatives, January 3, 1953, to amend the ingredient statement in the pres-

ent Federal Act. This in part reads as follows:

"The term 'ingredient statement' means a statement of the name and percentage of each active ingredient together with the name of each inert ingredient and the total percentage of the inert ingredients."

This does away with the optional requirement of the original act and requires that the name of each inert ingredient in the product be stated on the label with the total percentage of all inert ingredients. This amendment may be classified as formula disclosure, and is being protested by the C.S.M.A.

Registration under this act is required. Regulations for the enforcement of the Federal Insecticide, Fungicide and Rotenticide Act issued December 31, 1948, state that if an economic poison is registered under the act, no further registration under the act is required; provided that (1) the product is in the manufacturer's or registrant's original unbroken immediate container; and (2) the claims made for it and the directions for its use do not differ in substance from the representations made in connection with registration.

On August 15, 1952, there was published in the Federal Register a notice of the proposed rule concerning the amendment of 162.10 of the regulations for the enforcement of this act. In brief, this amendment states that the registration of an economic poison shall be cancelled at the end of a period of five years following the date of any subsequent registered change in formula or labeling, or following the date of any continuance of regis-

tration pursuant to paragraph (i) of this statement. However, prior to any such cancellation, the Insecticide Division shall send to the registrant a notice of intent to cancel and, in the event such notice is not sent to the registrant 30 days prior to the expiration of the five year period, the registration will remain in effect until 30 days following the date such notice has been sent to the registrant. If the registrant desires to continue the registration in effect, he shall notify the Insecticide Division in writing, and it shall be continued in effect under the same terms as the original registration. Provided, of course, that if on the basis of the information available at the time, it appears that the product or its labeling fails to comply with the Act, the registrant will be so notified and an opportunity given to make the necessary corrections. If the corrections are not made, continued registration without may be refused but registration under protest as provided in Section 4C of the act shall be issued if requested in writing by the regis-

It is the writer's interpretation of this amendment that if a registrant notifies the Insecticide Division in writing of his desire to have the registration of an economic poison continued, no notice of cancellation will be issued thirty days prior to the end of the five year registration period.

Unitorm State Acts

A CCORDING to the Compilation of Economic Poisons Laws issued by C.S.M.A., there are twenty-three states having uniform laws patterned after the Federal Act. These acts have jurisdiction over bactericides, disin-

^{*} Paper presented before the 39th mid-year meeting of the Chem'cal Specialties Manufacturers Assn., Chicago, May 19, 1953.



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fectants and sanitizers, have provisions for optional labeling, and require annual registration of these products. The fees for the registration of these products vary considerably. Products used only on or in living man or other animals are exempt from the provisions of the federal and these state acts. The time of registration varies depending upon the beginning of the states' fiscal year.

Other State Acts

THERE are sixteen states which have laws having jurisdiction over these products, but are not modeled after the uniform state act. Most of these acts require annual registration with a fee and an ingredient statement.

The California Economic Poison Law is definite in its requirements for the minimum percentage of phenols or phenoloid bodies (tar acids) in carbolic acid, coal tar dips and disinfectants and mixed coal tar and petroleum oil dips and disinfectants. Under this act, registration of disinfectants and sterilizers used in stables, dairies, creameries, poultry runs and houses is required. Those products confined to hospital, dental, tonsorial, or medicinal use, or for use in swimming pools and sanitizing glassware are not required to be registered under this act, and products recommended only as deodorizers or cleaning agents are not classified as an economic poison.

Connecticut has a disinfectant law, passed in 1930, that requires only a statement of the phenol coefficient. There is no annual registration nor fee.

Iowa has an Insecticide and Fungicide Law. However, annual registration and the payment of a fee is not required. Ohio has a Livestock Remedy Act in which labeling is optional and yearly registration and payment of a fee are required.

The Kentucky act having jurisdiction over fungicides is the Foods, Drugs and Poisons Act. This act does not require registration or payment of a fee. Neither has it any provision for ingredient statement. However, a manufacturer selling in that state must file with the Board of Health the name of the brand, the name of the

product, the place of its manufacture or preparation and a true copy of all labeling used thereon.

The Oregon Insecticide and Fungicide Law is not a model state act in that it does not recognize optional labeling and requires the name and percent of each active ingredients. Yearly registration with payment of a fee is required. Likewise Pennsylvania's Insecticides and Fungicides Act is not a model state act, but does recognize optional labeling with yearly registration and payment of a fee.

In South Carolina, disinfectants are covered by the Sale of Disinfectants Act. This act requires a statement of the phenol coefficient on the label, and that the coefficient be determined by the method employed by the Hygienic Laboratory of the United States Public Health Service or the Rideal Walker method. It requires yearly registration with the payment of a fee. The amended South Carolina Economics Poison Law, 1953, exempts household disinfectants.

The Texas act exempts from provisions of the Insecticides and Fungicides Law, fungicides designed exclusively for livestock, poultry and household use.

The State of Washington Economic Poisons Law has jurisdiction over fungicides, recognizes optional labeling, and requires annual registration with payment of a fee. However, Regulation No. 1 under this act states that germicides, disinfectants, or chemical sterilizers used in stables, dairies, creameries, poultry runs and houses and for general agricultural and related uses are not registered under this act. Germicides, disinfectants or sterilizers for hospitals, dental, tonsorial or purely medicinal uses or for use in swimming pools or on glassware in drinking establishments or for other public health uses outside the field of agriculture and related activities are not registered under the Washington Economic Poisons Law.

The Wyoming Economic Poison Law was recently amended and became effective May 21, 1953, to allow double optional labeling.

The following states do not

have laws or acts governing fungicides: Delaware, Idaho, Illinois, Indiana, Massachusetts, Mississippi, Nebraska, Nevada and West Virginia.

New Industrial Paper Wiper

A new industrial wiper has recently been introduced by Scott Paper Co., Chester, Pa. The new paper wiper is available to industrial firms through sanitary supply and paper jobbers. It is packaged in a compact size box containing 125 wipers, with 18 boxes to a case. Each wiper consists of two "Perf-Embossed" sheets which are welded together for durability, thorough cleaning action and maximum dirt retention. Chemical treatment also creates its wet strength. Each box has the special Scott "pop-up" feature that makes another wiper automatically available the instant one has been removed from the container.

Hollingshead Sells Stock

For the first time in its 65-year history, R. M. Hollingshead Co., Camden, N. J., is making a public offering of its common stock. This was revealed in a letter of notification filed recently with the Securities and Exchange Commission and covering the sale of 20,000 shares of Hollingshead common stock.

Three Philadelphia investment firms will underwrite the Hollingshead offerings—Drexel & Co., Hemphill, Noyes & Co., and Stroud & Co. The offering price is not expected to be above \$15.00 a share.

At the same time, the company announced that a \$400,000 addition to the mixing facilities of the company will be completed this year. The company is also making a \$175,-000 improvement to its can manufacturing and lithographing facilities, and an extensive expansion of the firm's tank fields, where incoming raw materials are held prior to production. A new plant under construction near San Francisco will be completed in 1954. Hollingshead revealed it will spend \$400,000 this year in operating its research department. The firm also plans to spend \$225,000 this year in expanding this department, including the construction of a pilot plant.

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World leader in scientific pest control

WILLIAM O. BUETTNER

1898-1953

WILLIAM O. BUETTNER, 55, executive-secretary of the National Pest Control Association,
died recently from an infection
originating in his gall bladder. He
was stricken while on a short vacation trip and succumbed at the
Rutland, Vt. Hospital after an illness of 10 days. Stricken with a
heart attack two years ago, Bill
worked under a reduced schedule
until his recent fatal illness.

The son of a pest control operator in Hoboken, N. J., Bill Buettner worked tirelessly to raise standards in the pest control field. Mr. Buettner believed that the pest control industry had to do a constantly improving job in order to improve its relations with the public. With this philosophy in mind, he first organized the Association under the N.R.A. as the National Association of Exterminators and Funigators in 1933. He served as its first president and later secretary, until the association appointed him as executive-secretary.

A 1924 graduate of Dartmouth College, he assumed management of his father's pest control business in Brooklyn. During the Second World War, Mr. Buettner served as the industry's consultant with the War Production Board in Washington, D. C., where he advised on the allocation of critical materials.

A proud achievement in his career was the establishment of regional pest control conferences held annually at the universities of Purdue; Massachusetts; Louisiana State, and California State Polytechnology College; and the alternating meetings at the University of Montreal and Ontario Agricultural College, Canada. Prior to the establishment of the conferences, he encouraged the professional and business people



residing in these areas to hold these seminars, giving them advice on particular problems, standards, ethics, legislation. Much of the success of these conferences was due to Mr. Buettner's ability to inspire cooperation and to an exceptional memory for names and faces.

In January, 1953 Purdue University bestowed upon him a distinguished citation for his contribution in raising the standards of the pest control industry during the past 20 years. This award has been given to only four other men in Purdue's history.

Besides his pest control business in Brooklyn, he was a partner in William Buettner Chemical Co. and vice-president of Lethelin Products Co. Surviving are his wife, Helen Buettner; a son, William R. Buettner, employed by the U. S. Public Health Service in Atlanta, and a son, Theodore, who is 10 years old. Ralph C. Heal, technical director, has been named acting executive-secretary until the board of directors of the National Pest Control Assn. meets during N.P.C.A's annual conventon in Minneapolis.



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Wax Remover Specification

PROPOSED interim federal A specification for a liquid floor wax remover has recently been sent to floor wax manufacturers for comment by F. J. Frattali, technical assistant, specifications branch, General Services Administration, Washington, D. C. This interim Federal Specification, P-R-00201 (GSA-FSS), is subject to modification, and pending its promulgation as a regular Federal Specification is for optional use by all Federal

The provisions of the proposed interim specification follow:

1. SCOPE AND CLASSIFICA-

1.1 Scope - Wax remover floors covered by this specification is intended for removal of water emulsion wax from asphalt tile, rubber tile, terrazzo, marble, linoleum and other floor surfaces that are exposed to un-usally heavy track or which have become heavily coated with grease, grime, dirt or accumulated coatings of water wax emulsion. It can be used on wooden floors, if properly sealed, and used under special directions. This remover exhibits the optimum balance of all desirable cleaning properties, includ-ing exceptionally fast wax, dirt and grime removing, free rinsibility, spreading and wetting properties, emulsification of wax, dirt and grime, pleasant odor and economy of use. The quality level is essentially based upon and controlled by standard sample (see Cleaning and rinsibility properties of this product have been deter-mined to be acceptable. Complete satisfaction from use of the remover will be obtained under all normal conditions of use where routine maintenance of floors is desired.

1.2 Classification—Grade. remover covered by this specification shall be one grade.

APPLICABLE SPECIFICA-TIONS

2.1 There are no specifications applicable to this specification.

(Copies of Federal Specifications and the Index of Federal Specifications and Standards may be obtained upon application accompanied by check, money order, cash, or Government Printing Office coupons, to the General Services Administration, Business Serv ice Center, Region 3, Seventh and D Streets, S.W., Washington 25, D.C. This office will also honor deposit account numbers issued by the Gov-ernment Printing Office. Single copies product specifications required for bidding purposes are available without charge at the GSA Regional Offices in Boston, New York, Atlanta, Chicago, Kansas City, Mo., Dallas, Denver, San Francisco, Los Angeles, Seattle, and

Washington, D. C. Prices of additional copies may be obtained from the GSA Regional Office.)

(Copies of this and other Interim Federal Specifications may be obtained upon application to the issuing agency or to the GSA Regional Offices in Boston, New York, Atlanta, Chicago, Kansas City, Mo., Dallas, Denver, San Francisco, Los Angeles, Seattle, and Washington, D. C.)

3. REQUIREMENTS

3.1 Qualification—Wax remover furnished under this specification shall be a product which meets the requirements in paragraphs 3.3 to 3.11 inclusive, the tests in paragraph 4.3 and shall sive, the tests in paragraph 4.3 and shall be equal to or better than the standard sample (see 3.2) with respect to cleaning qualities, rinsibility and positive freedom from scum or film formation as determined by actual floor tests. The sample offered for qualification by the manufacturer shall be from production bettebes of the same circusted. batches of the same size used in pro-ducing cleaners in commercial size quantities. Small pilot plant or experimental formulations will not be considered as complying (see 6.2).

3.2 Standard sample—The stand-ard sample will be selected based upon comparative performance of products submitted under the initial phase of this procedure. (see 3.11).

this procedure. (see 3.11).
3.3 Composition — Product shall contain no free acids, inorganic alkalies, or other materials harmful to floors. It shall be compounded of wetting, sequestering, and detergent chemicals. icals so blended and compounded with proper fats and derivatives to form a commercially homogenous and suitable liquid compound.

3.4 pH range—The pH of the use dilution of the wax remover in distilled water shall be not less than 7.0 and not greater than 11.0 (see 4.3.1).

3.5 Sediment — The amount of sediment present in the wax remover shall be not more than 0.5 percent by volume and shall be soft and free from

grit when tested as specified in 4.3.2.
3.6 Storage stability—The product shall remain in the same fluid state as made and shall show no separation, jelling or turbidity for a period of six months when stored under normal conditions in original unopened containers. In addition the product shall meet the above stability requirements when tested in accordance with 4.3.3.

3.7 Hard water compatibility—
The product shall meet the test speci-

fied in 4.3.4.

3.8 Odor—The product shall be odorless or have a very mild, pleasant odor and shall not develop an offensive odor upon storage in the original un-opened container. The product shall have no odor of pine oil. If the product has an odor it must permit use of the product around food storage or food handling premises without danger of

3.9 Solubility—The product shall be readily soluble in distilled water, when tested as specified in 4.3.5.
3.10 Effect on tile—Wax remov-

er shall be non-injurious to floors.

Product shall not cause bleeding, fading or discoloration of asphalt tile, rubber tile or composition flooring when used

properly and according to directions.

3.11 Cleaning efficiency — The product shall strip wax from floors in a manner equal to or better than that obtained with the standard sample (see

4.3.6.)
3.12 Workmanship — Products under this specification shall be produced by the application of skillful and modern techniques, utilizing the proper blending of high-grade materials with suitable and adequate manufacturing facilities to effectively control the optimum balance of all desirable cleaner properties as defined herein.

4. SAMPLING, INSPECTION AND TEST PROCEDURES

4.1 Sampling.
4.1.1 For qualification—The inspector shall take four (4), 1-gallon containers of the product offered for qualification (see 3.1 to 3.12). Each containers the behald of follows: tainer shall be labeled as follows: Name of the product.

Directions for use Date of manufacture.

Code number (to be entered by inspector).
"Keep from freezing." (Contain-

er and carton).
4.1.2 For sampling of deliveries
r (4), 1-gallon units taken from each of four containers (1's, 5's, or 55's) shall constitute the sample. Samples should be protected from any possibility of freezing.

4.2 Inspection of deliveries—Inspection shall be made on predetermined cycles by the procuring agency or a duly authorized representative at the time and place designated by the

procuring agency.
4.3 Tests—(To be run on all samples.)

samples.)

4.3.1 pH value—Determine the pH value by means of a pH meter having glass electrodes previously calibrated with a standard buffer.

4.3.2 Sediment—Thoroughly mix the sample and take 100 milliliters and place in a graduated ASTM water and calibrative Contributions.

sediment tube. Centrifuge at an equiva-lent centrifugal force of 1500 revolu-tions per minute, and a diameter swing (tip to tip of whirling tubes) of 16 inches for 30 minutes. Read the volume in the bottom of the tube.

Note: If the available centrifuge

has a swing varying from that stated above calculate the proper speed using the following formula, where D represents the diameter of swing:

r.p.m. = $1500 \sqrt{16/D}$

4.3.3 Storage Stability. 4.3.3.1 Heat test—Pour 100 milliliters of sample into a 4-ounce clean glass bottle. Cap tightly and place in oven maintained at 65° C. ± 3° C. for 96 hours. Remove sample, allow to cool to room temperature without disturbcontents and test for compliance with 3.6.

4.3.3.2 Cold test—Pour 100 milliliters of sample into a clean 4-ounce glass bottle, cap tightly and place in refrigerator kept at -10° C. \pm 3° C.

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for 96 hours. Remove and allow to return to room temperature and test for compliance with 3.6.

4.3.4 Hard water compatibility. 4.3.4.1 Synthetic hard water— The synthetic hard water shall have the following composition: 0.264 grams CaCl 2H.O

0.295 grams MgSO, 7H₂O 999.441 grams distilled water

4.3.4.2 Procedure—Add 1 ml. of sample to a 100 ml. giass stoppered cylinder and dilute with a sufficient amount of synthetic hard water (4.3.4.1) at room temperature to obtain a dilute solution of the concentration pre-scribed by the manufacturer for use of his product on the floors. Stopper the cylinder and shake for 5 seconds. Allow the cylinder to stand for one hour during which time the solution shall maintain suds with no "flatteneffect and shall remain clear. slight haziness may be characteristic of some products, but there will be no evidence of flocculation, turbidity, or

hardness precipitation.
4.3.5 Solubility—Add 1 ml. of sample to a 100 ml. glass stoppered cylinder and dilute with distilled water at room temperature to obtain a dilute of the concentration prescribed by the manufacturer for use of his product on floors. A clear, uniform solution with-out lumps or floating particles shall be obtained upon one complete inver-

sion of the cylinder.
4.3.6 Cleaning efficiency.

4.3.6.1 Selection of test floor— Light colored (buff or light yellow) asphalt tile floor of like new quality shall be selected which has been waxed with 2 coats of water emulsion floor wax conforming to Interim Federal Specification P-W-00151b (GSA-FSS) specification P-W-00151b (GSA-FSS) in the approved manner. The floor shall be free from abnormal bumps and irregularities. The test panels and floor adjacent to the test panels shall be reasonably dirty. Relatively heavy and as nearly equal as possible traffic conditions should prevail on all test conditions should prevail on all test

4.3.6.2. Size of test panels—Each test panel should be at least 15 to 18 feet in length along the normal line of traffic and should not be smaller than 60 square feet.

4.3.6.3 Application of wax re-mover—Make up a pailful of wax remover solution in accordance with the manufacturer's directions. Apply wax remover to the test panel area with a mop in a routine manner. It is important that the floor be saturated to the satu sufficiently. Let remover soak for 5 minutes, afterwards pick up excess solution by dry mopping. Rinse floor thoroughly with clear water and repeat dry mopping. Allow the floor to dry nownelly. to dry normally.
4.3.6.4 At this point, complete

wax and dirt removal shall be apparent and the degree of wax and dirt re-moval can be determined by the fol-

lowing methods:

(1) Note by visual inspection whether the surface appears uniformly dull and free from gloss. If such is the case, this is evidence that wax has been removed. Shiny or glossy patches are evidence of incomplete removal.

(2) Streak the surface with a damp swab and note whether absorption of water occurs. Rapid absorption indicates satisfactory removal of wax.

(3) Buff the thoroughly dried surface with a dry soft cotton cloth. Glossiness restored to the surface indicates the presence of wax film. Any dirt picked up by the cloth is an indication of unsatisfactory cleaning.

5. PREPARATION FOR

DELIVERY

5.1 Packaging—Unless otherwise specified, commercial packages are ac-

ceptable under this specification.
5.2 Packing — The commodity shall be prepared for shipment to permit acceptance by carrier for transpor-tation at the lowest applicable rate, and to afford maximum protection from normal hazards of transportation.

5.3 Marking. 5.3.1 Issue packages—Each package shall be marked with the name of the commodity, the name of the con-tractor, and detailed directions for the

use and maintenance.

5.3.2 Shipping containers—Un-less otherwise specified, shipping containers shall be marked with the name of the commodity and the quantity contained therein as defined by the contract or order under which the shipment is made, the name of the contractor, and the number of the contract or order. 5.3.3 Freezing precaution—The

label of the issue packages and ship-ping containers shall bear a plain and

conspicuous legend:

KEEP FROM FREEZING so as to insure the shipment and handling of the product in an unfrozen

6. NOTES 6.1 To obtain the best or maximum performance from this product reasonable care should be exercised in its use:

(A) Solution — Make proper strength solutions by measuring the amount of wax remover needed rather than by haphazard guessing of the quantities.

(B) Floors should be stripped of wax periodically, or as often as neces-sary with proper wax removing clean-

er solution

6.2 In the procurement of products requiring qualification, the right is reserved to reject bids on products that have not been subjected to the required tests and found satisfactory for inclusion on the Federal Qualified Products The attention of suppliers is called to this requirement and manu-facturers are urged to communicate with the General Services Administra-tion, Washington, 25, D. C. and arrange to have the products that they propose to offer to the Government tested for qualification in order that they may be eligible to be awarded contracts orders for the products covered by this

6.3 Purchasers should exercise any desired options offered herein. Patent notice—When Government drawings, specifications, or other data are used for any purpose other than in connection with a definitely related Government procurement operation. the United States Government thereby incurs no responsibility nor any obligation whatsoever; and the fact that the Government may have formulated, furnished, or in any way supplied the said drawings, specifications, or other data, is not to be regarded by im-plication or otherwise as in any man-ner licensing the holder or any other person or corporation, or conveying any rights or permission to manufacture, use or sell any patented inven-tion that may in any way be related

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(From Page 153)

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F.T.C. Holds Final Hearing on Floor Wax Trade Rules

THAT may be the final meeting of the floor wax industry committee and the Bureau of Industry Cooperation of the Federal Trade Commission was held at F.T.C. headquarters in Washington, D. C., Sept. 15. The purpose of the meeting, according to the letter sent to floor wax industry committee members, by F.T.C. attorney Barnett Watson, who has been in charge of the proceeding was "to arrive at a definition of 'floor wax' which would be sound, realistic, and protective of the best interests of both industry and the consumer."

The F.T.C. letter also stated that: "We are of the opinion that this will be the final meeting with the industry group before the entire matter will be submitted to the commission for its consideration."

Attached to the F.T.C. letter were three proposals, which industry was asked to consider at the meeting. The proposals, were submitted as a possible rule covering "Misuse of the term 'wax' as descriptive of an industry product." In addition, industry members were asked to consider and express their views on three other proposals mailed out by the Commission on Sept. 8. These covered a definition or description of industry products, loading of industry products and improper use of the terms "water resistant", "water repellent", "will withstand damp mopping" and a new test which products described in those terms must pass.

The proposals discussed at the

hearing covered points industry spokesmen asked be dropped from the third set of proposed trade practice rules for the floor wax industry dated March 17, 1953 at a hearing held in Washington, D. C. on April 16 and 17. At the April hearing industry spokesmen presented the view that they did not believe trade practice rules for the floor wax and floor polish industry are necessary. They took the position that if the F.T.C. insisted on issuing rules, those contained in the set issued on March 17 would be acceptable if certain deletions were made. These covered the definition or description of the industry's product in rule 2, rule 3, covering loading of industry products and the test under rule 7.

What appeared to be the commission's alternate suggestions were contained in the proposals issued for discussion at the Sept. 15 meeting, which was attended by 21 wax industry representatives and their spokesmen, as well as a shellac manufacturer, representatives of the American Bleached Shellac Manufacturers Assn., the National Paint, Varnish and Lacquer Assn. and the Chemical Specialties Manufacturers Assn., and the Bureau of Standards.

For the Federal Trade Commission Barnett Watson, the commission's attorney conducted the meeting, which was attended by Allen Phelps, assistant director of the Bureau of Industry Cooperation, and Chief of the Trade Practice Conference Division, and Paul M. Cameron, assistant chief, Trade Practice Con-

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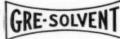
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ference Division.

Mr. Watson, presiding officer at the meeting, introduced Mr. Phelps, who stated that the matter of trade practice rules for the floor wax industry had been pending too long. Any outstanding questions had to be resolved at this meeting, Mr. Phelps said, adding that there were to be no more hearings. He said he would like some sort of agreement to be reached at this meeting so that his division could make a report to the commission.

In his prefatory reports, Mr. Watson pointed out that the matter of trade practice rules had been going on since 1948, when the F.T.C. first authorized proceeding to establish trade practice rules for the floor wax industry. Mr. Watson mentioned that hearings had been held in July 1949, May, 1951 and May 16, 17, 1953. These followed industry's proposal that the original rules be dismissed.

Mr. Watson cited his attendance at conventions and meetings of the floor wax industry's trade association and the American Society for Testing Materials to show how the F.T.C. was cooperating with the industry in establishing trade practice rules. The Bureau of Industry Cooperation of the F.T.C. has now reached the point where it must submit a report to the commission, Mr. Watson said. This is the last hearing at which industry views will be requested.

John D. Conner, counsel for the Chemical Specialties Manufacturers Assn. pointed out that members of the floor wax industry had met twice since the last hearing before the F.T.C. on May 16, 17, 1953, and had instructed Mr. Conner to outline C.S.M.A.'s position to the commission. Wax manufacturers had attempted to reach a common ground on the rules at the two meetings, the most recent of which was on Sept. 3, 1953 in New York. The industry feels that trade practice rules for the floor wax industry are not necessary, Mr. Conner said. He reiterated the industry's previous stand that if the rules are not dismissed, at least those that are adopted be such that the industry can live with. The definition or description of wax in describing the industry's product should be dropped from the rules as proposed on March 17, and likewise the rule pertaining to loading of industry products and the test under rule 7 should be eliminated, the industry believes, Mr. Conner stated.

Agreement in the industry as to the definition or description of wax as contained in rule 2 is not possible, the C.S.M.A. counsel pointed out. He also pointed out that the commission is going beyond the concept of Fair Trade Practice rules in forcing rules on the industry. This would be the antithesis of the Bureau of Industry Cooperation's position. Mr. Conner said the commission had been cooperative in the matter of the rules, but so had the industry. Industry's failure to come up with something is not a lack of cooperation, but rather an indication that there is no common ground in the industry. However, if the F.T.C. goes ahead with corrective rules, he feels the industry will try to live with them, Mr. Conner stated. Ninety percent of the floor wax industry is opposed to the rules, he stated.

The question was asked by Mr. Phelps why the industry opposes rules and the definition. An industry spokesman replied that it is impossible to draft a definition covering all of the products in the industry. Industry would rather rely on individual proceedings, it was said. It is impossible for the industry to draft a definition and say this reflects industry's views on the definition, according to an industry spokesman.

Mr. Watson replied that the Federal Trade Commission acts in the public interest. When cooperation is not forthcoming — then cooperation must give way. He failed to answer a question as to what consuming groups have been present at the hearings to indicate the interest of the public in establishing trade practice rules for the floor wax industry.

Individual members of the wax industry present were then questioned by Mr. Watson as to their views on the three proposals dealing with misuse of the term "wax" as descriptive of an industry product. Rule 1 was

indicated to be the least objectionable to most of those stating a preference, although one industry spokesmen termed the choice between the three as comparable to asking a person if they wished to be shot, electrocuted or hung.

The complete text of each of the three proposals follows:

PROPOSAL No. 1
RULE—MISUSE OF THE TERM
"WAX" AS DESCRIPTIVE OF AN
INDUSTRY PRODUCT.

In the sale, offering for sale, or distribution of industry products, it is an unfair trade practice to use the term "wax" as descriptive of any industry product under circumstances or conditions having the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers thereof.

Under this rule the term "wax" shall not be used as descriptive of, or as a designation for, any industry product, when the product, after application to a floor surface and after evaporation of any carrier content, does not leave on the floor surface a film or coating which:

(1) is a solid with actual but limited

(1) is a solid with actual but limited plasticity, at room temperature; (2) adheres to the floor surface, but is susceptible of being wholly or substantially removed therefrom by a usual floor cleaning method, such as one involving the use of soap, alkalies, or detergents in aqueous solution, or petroleum

aliphatic hydrocarbons;
(3) coheres and is more cohesive
than adhesive with respect to its
top surface:

(4) is capable of having its gloss increased by buffing unless its optimum gloss is manifested upon drying.

PROPOSAL No. 2
RULE—MISUSE OF THE TERM
"WAX" AS DESCRIPTIVE OF AN
INDUSTRY PRODUCT.

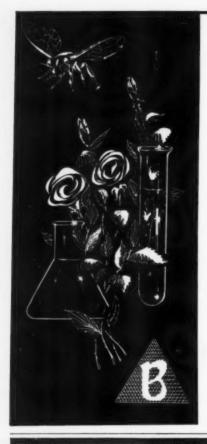
In the sale, offering for sale, or distribution of industry products, it is an unfair trade practice to use the term "wax" as descriptive of any industry product under circumstances or conditions having the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers thereof.

Under this rule the term "wax" shall not be used as descriptive of, or as a designation for, any industry product, when the product, after application to a floor surface and after evaporation of any carrier content, does not leave on the floor surface a film or coating which:

(1) is a solid with actual but limited plasticity, at room temperature;
(2) adheres to the floor surface, but is susceptible of being wholly or substantially removed therefrom by a usual floor cleaning method, such as one involving the use of soap, alkalies, or detergents in aqueous solution, or petroleum aliphatic hydrocarbons;
(3) coheres and is more cohesium

(3) coheres and is more cohesive than adhesive with respect to its top surface;

(4) is capable of having its gloss in-



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creased by buffing unless its optimum gloss is manifested upon drying and in which event following exposure of the surface to use may have the existing gloss of such surface increased by buffing:

(5) is insoluble in water except for emulsifiers and soluble in whole or significant part in hydrocar-

bon solvents.

PROPOSAL No. 3

As used in these rules, the tern, "wax" as descriptive of one of the raw material ingredients in a product represented to be a floor wax product has the following meaning:

WAX-Bees-wax or other mate-rials of natural or synthetic origin which are essentially solid alkyl esters of aliphatic acids, or solid substances so nearly resembling bees-wax or carnauba wax physically in terms of hardness, cohesion, thermoplasticity, hardness. and insolubility in water, as to be in-distinguishable therefrom otherwise, than by chemical analysis.

(NOTE: Shellac and other natural resins are not waxes and for the pur-pose of these rules do not come within the scope of the definition.)

"WAX" AS DESCRIPTIVE OF AN INDUSTRY PRODUCT.

In the sale, offering for sale, or distribution of industry products, it is unfair trade practice to use the term "wax" as descriptive of any industry product under circumstances or condi tions having the capacity and tendency or effect of misleading or deceiving purchasers or prospective purchasers thereof.

Under this rule the term "wax" shall not be used as descriptive of, or as a designation for, any industry product, when the product, after application to a floor surface and after evaporation of any carrier content, does not leave on the floor surface a film or coating which:

(1) is a solid with actual but limited

plasticity, at room temperature; (2) adheres to the floor surface, but is susceptible of being wholly or substantially removed therefrom by a usual floor cleaning method. such as one involving the use of soap, alkalies, or detergents in aqueous solution, or petroleum aliphatic hydrocarbons;

(3) coheres and is more cohesive than adhesive with respect to its

top surface;

(4) is capable of having its gloss increased by buffing unless its optimum gloss is manifested upon drying and in which event following exposure of the surface to use may have the existing gloss of such surface increased by buffing: (5) is insoluble in water except for

emulsifiers and soluble in whole or significant part in hydrocar-

solvents.

(6) contains wax as defined herein as its largest single class of raw material solids ingredient.

(NOTE): Class as set forth herein constitutes basically solid raw materials to be used in the industry product and which serve a specific class function in the product under the appropriately designated class names. For the purpose of these rules the following classes are set forth herein as-

1. Waxes.

Resins. 3. Emulsifiers.

4. Other ingredients.

ADDITIONAL PROPOSALS FOR COMMITTEE CONSIDERATION AT

SEPTEMBER 15, 1953 MEETING
INDUSTRY PRODUCTS—Those
products (with the exception of paints and lacquers, shellac, and other varnishes) which are advertised, offered for sale, or sold for use in polishing, preserving, beautifying, or protecting floor surfaces and which, when applied floor, deposit thereon, either directly or after evaporation of the solvent or carrier, a solid film or coating which is substantially removable by the usual floor-cleaning methods involving the use of soaps, alkalies, or synthetic detergents in aqueous solu-tion, or is substantially removable by use of petroleum hydrocarbons essentially of the aliphatic hydrocarbon

RULE-LOADING INDUSTRY PROD-

It is an unfair trade practice to load any industry product by including therein any substance or quantity of substance which does not perform a useful service from the standpoint of performance and quality of the product, or with respect to the application of the

product, or otherwise.

RULE—IMPROPER USE OF THE
TERMS "WATER RESISTANT."
"WATER REPELLENT," "WILL WITHSTAND DAMP MOPPING.

ETC.

It is an unfair trade practice to use the terms "water resistant," "water repellent," "will withstand damp mopping," or representations of similar import, as descriptive of any industry product unless, after the application thereof, and after the solvent or car-rier ingredient has evaporated, the resultant film will not, for a substantial period of time, be substantially dis-solved, penetrated, discolored, removed, otherwise materially affected. water applied or coming in contact therewith.

Test for Water Resistance or

Water Repellency For purpose of this Ruledustry products capable of producing a floor surface film which will for a substantial period of time meet the follow-ing test are deemed to be qualified for use of the descriptive terms 'resistant," "water repellent," withstand damp mopping," etc.:

Prepare three panels 6" x 6" of rubber, linoleum, and asphalt tile and thoroughly clean the panels with soap and water and No. 00 steel wool. Rinse well with plain water and then with distilled water. The linoleum and asphalt panels should be mounted to a rigid backing. Allow to dry and ex-amine for complete removal of old wax and soap film. If there is any evidence of old film, panels should be re-cleaned. Dry for 24 hours under standard conditions of 23°C. $(73.5^{\circ}F.) \pm 1.1^{\circ}C. (2^{\circ}F.)$ and 50 ± 4% relative humidity.

Apply one coat of sample wax on each of the panels of floor covering and allow to drain in a vertical position for 24 hours at 23° C. $\pm 1.1^{\circ}$ C. and $50 \pm 4\%$ relative humidity. Where a wax containing an organic solvent is

used, exclude the asphalt tile panel from the test. Place one milliliter of distilled water 25°C. (77°F.) on the panels and to stand undisturbed for one hour at the above standard conditions. Lightly wipe the water off with a soft dry cotton cloth and buff the film lightly. The film should not show any separation from the surface or any discoloration.

A.C.S. Meets

(From Page 55)

marketing and economics, John D. Conner, legal counsel of the Chemical Specialties Manufacturers Association, discussed "Product Liability Aspects."

O. T. Quimby of Procter & Gamble Co., Cincinnati, appeared before the division of analytical chemistry with a paper on "Determination of Triphosphate and Pyrophosphate by Isotope Dilution." Other soap and sanitation chemical manufacturers and suppliers of raw chemicals were also well represented on this program by their outstanding chemists during the six-day meeting in Chicago.

Among the eleven awards conferred by the Society, A. R. Penfold, Sidney, Australia, received the \$1,000 award and gold medal presented annually by Fritzsche Brothers Co., New York for outstanding achievement in the field of essential oils.

A paper dealing with the effectiveness of synthetic household detergents in removing radioactive contamination was presented by Dr. Foster D. Snell, head of the New York counsulting firm bearing his name. An article based on Dr. Snell's work on decontamination with detergents begins an page 42 of this issue of Soap and Sanitary Chemicals.

Rosen Joins Ace to Staff

Irving Rosen has been named to its staff as general executive assistant, Aceto Chemical Co., Flushing, N. Y., announced recently. He was formerly employed by Dura Commodities Corp., New York.

P&G Pays \$2 Preferred

The regular quarterly dividend of \$2.00 a share on the eight percent preferred stock, payable Oct. 15 to holders of record Sept. 15, was declared recently by Procter & Gamble Co., Cincinnati.



EACH COMPLETELY DIFFERENT!

For appeal to every customer, stock up with this trio of SPRAYWAY Aerosol Deodorizers and Air Sanitizers. At least one will meet every preference, but recommend all 3 . . . delicate, dainty SPRING BLOSSOM for bedroom, powder room, living room . . crisp, woodsy PINE AIR for the toilet, washroom, or wardrobe . . tangy SPICE AIR for dining room or kitchen.

All SPRAYWAY Deodorizers and Air Sanitizers leave no "telltale" disinfectant odor. Instantly dispels odors of smoke, cooking, alcohol, onions, garbage, tobacco. Leaves air sweet and fresh. All contain powerful TRIETHYLENE GLYCOL, proven effective against air-borne germs.

New improved eye-catching containers with attractive dome top has the LOOK of QUALITY . . . offers your customers the latest and best . . . and will be a money-maker for you. WRITE FOR FULL DETAILS on all SPRAYWAY Aerosols. Illustrated circulars, price list and trade discounts of the entire line will be supplied by return mail.





PINE OILS and DRESINATES for CLEANING COMPOUNDS



ODORLESS MINERAL SPIRITS. A new, odorless mineral spirit and a quick-dry naphtha with a flash point above 100°F, that dries about twice as fast as ordinary mineral spirits. These new solvents plus numerous

fast-to-slow evaporating petroleum naphthas in stock at all times.

ALCOHOLS. Methyl, ethyl, isopropyl and butyl alcohols available in drum, tank wagons, transport or tank cars. Use our quick-supply service.

PINE OILS AND DRESINATES. High phenol-coefficient pine oil and terpineol 318 (which is essentially pine oil having the odor of Hyacinth) available from most stock points. Dresinates and wood rosin produced by Hercules Powder Company are now available from stocks in Chicago and Detroit.

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News

Wheatley Hollingshead V.P.

Naming of Leon M. Wheatley as vice-president was announced recently by Wilbur H. Norton, president of R. M. Hollingshead Corp., Camden, N. J. Mr. Wheatley joined Hollingshead in 1952. Prior to that he was a member of Booz, Allen and Hamilton, management consultants, San Francisco. He also was with Montgomery Ward for 11 years in various executive capacities. He is a graduate of the University of Utah and Northwestern University.

Geigy Post to Ross

Appointment of Warren B. Ross as traffic manager was announced recently by Geigy Co., New York. Mr. Ross has joined Geigy after 13 years' experience as traffic manager with a large industrial concern and has assumed the position as traffic manager of all Geigy divisions.

Ask Paint Aerosol Mailing

The lifting of the U. S. Post Office Department's ban on the shipment of paint products in aerosol containers was asked recently by the National Paint, Varnish and Lacquer Association. The association said that "the products of our industry in these containers are not hazardous and their exclusion from the mails places an unjust burden on manufacturers of paints, varnishes and lacquers."

New Legge Vice-President

Carmen V. Starrantino has been appointed as vice-president, Walter G. Legge Co., New York, announced recently. Mr. Starrantino has served as general manager of the company, which manufactures slip-resistant floor polishes and cleaners, since his return from service in 1946. He first joined the organization as a member of the office force in 1935 and has remained with the firm continuously, with the exception of four years' duty with the Air Force. During his employment with Legge, he has been in-

strumental in its expansion to a point where it now maintains branch offices in 40 cities throughout the United



C. V. STARRANTINO

States, as well as having representatives in Canada, Europe and Latin America. Mr. Starrantino majored in accounting at Packard College, New York.

Van Raalte on Show Board

Thomas Z. Van Raalte, advertising manager, West Disinfecting Co., Long Island City, N. Y., is one of 11 executives who have been named recently to an exhibitors advisory board for the Plant Maintenance & Engineering Show, to be held in Chicago's International Amphitheatre, on Jan. 25 to 29, 1954. The board serves in an advisory capacity on policies and also makes recommendations as to subjects and speakers for the program of the Plant Maintenance & Engineering Conference.

J. O. Blankenbiller Dies

John O. Blankenbiller, 49, general sales manager of Franklin Research Co., Philadelphia, died recently at the Pennsylvania Hospital. Mr. Blankenbiller was employed by Franklin Research for 14 years. He began his career with the company in Chicago, opening the company's first branch office. In 1946, he was made president of Franklin Research Dis-

tributors, Inc., a subsidiary company. Surviving are his wife, Virginia; his parents, Mr. and Mrs. John A. Blankenbiller; a sister, Mrs. Judson Severn and a brother, Kenneth L. Blankenbiller.

Gavin Joins Gallowhur

T. Edward Gavin has been appointed sales manager of Gallowhur Chemical Corp., New York, it was announced recently by George Gallowhur, president. Mr. Gavin was formerly assistant industrial department manager, B. T. Babbitt, Inc. He is a graduate of St. Peters College and has done graduate work at S:evens Institute of Technology.

New Warfarin Promotion

An advertising campaign for warfarin, to be supported jointly by the University of Wisconsin Alumni Research Foundation and its warfarin licensees, Prentiss Drug & Chemical Co. and S. B. Penick & Co., both New York, was announced recently by Ward Ross, managing director of the foundation. The campaign, which begins this month and extends through May, 1954, will be conducted in farm magazines and farm papers.

Latest "Fax" Bulletins

A new series of laboratory bulletins, giving sales building information for distributors and their selling staffs, has recently been released by Buckingham Wax Co., Long Island City, N. Y. Copies of the bulletins are available on request to the company.

- + -

Precision Valve Expands

Precision Valve Corp. Yonkers, N. Y. manufacturer of aerosol valves recently completed an addition to its plant which doubles manufacturing and warehouse facilities. Excavation for another plant addition was started early in September. Precision moved into a new plant designed specifically for aerosol valve production in the summer of 1952 at which time it was thought that the capacity was sufficient for many years to come.

With the larger available floor space, Precision has greatly expanded its injection molding capacity. The

CUT COSTS - INCREASE PROFITS

TRI-O-GLOSS EMULSION PASTE WAX

Specifically prepared for use on asphalt tile, rubber tile and composition floors. Recommended wherever solvent type floor wax cannot be used. Prevents bleeding of colors, pitting, and softening of rubber composition and asphalt tile.

Hard Facts That Sell TRI-O-GLOSS EMULSION PASTE WAX!!!

- · Bears Underwriters' Laboratories seal of approval as an anti-slip floor treatment material.
- Saves work cleans, polishes and protects floor in one operation.
- Spreads evenly and smoothly.
- Lasts longer does not easily mar, crack or scratch.
- Economical to use approximately one tablespoonful will wax three square yards.
- · Made with the finest available waxes, under strict laboratory control.

Packed in 20 ox. cans — 5 lb. cans — 35 lb. pails Send for samples and further information

TRIO CHEMICAL WORKS, INC.

341 SCHOLES ST.

BROOKLYN 6, N. Y.



NATIONALLY ADVERTISED TO RESTAURANTS, **HOTELS, HOSPITALS and other INSTITUTIONS!**

IT PAYS TO Regularly advertised in local IT PAYS TOLL! markets—newspapers—radio—TV! Write today for

Available in pints, quarts, gallons,

W. B. FARRELL, INC. 1960 Opdyke Road, Pontiac, Michigan

WANTED! FACTORY REPRESENTATIVES TO CALL ON WHOLE-

TECHNICAL SALES

Ph.D. in entomology with ten years background in technical sales and sales promotion open for position with progressive organization in the insecticide field. Knows market in agricultural and household insecticides. Also earlier experience in product control, formulation and research. Can combine technical knowledge with effective sales work, product formulation and application advice. Age 45. Prefer location in east, but will go elsewhere. For full particulars, write:

BOX No. 826

SOAP & SANITARY CHEMICALS

254 West 31st St., New York 1, N. Y.

firm is now completely independent of outside sources for molded parts, and can offer an unlimited variety of colors.

Precision valves are now being manufactured in France, and the company's executives are in the midst of a study of the whole European aerosol picture. It is anticipated that production of Precision valves will soon get under way in Germany, Italy and England.

Precision Valve Corp. was formed just three years ago to specialize in the manufacture of aerosol valves for every type of product. Continued expansion of facilities has been necessary in order to keep up with rapidly increasing aerosol sales.

Cogshall Rejoins Pennsalt

Reassignment of James H. Cogshall as a sales engineer in the corrosion engineering products department in Philadelphia, after spending two years in military service, was announced recently by Pennsylvania Salt Mfg. Co., Philadelphia. He previously served as a corrosion engineer at Pennsalt's Wyandotte, Mich. plant, where he supervised a study of the use of protective coatings in Pennsalt's plants.

Signs FTC Stipulation

California Spray-Chemical Corp., Richmond Calif., has agreed to stop making certain advertising claims, under a stipulation signed recently with the Federal Trade Commission, Washington, D. C. The stipulation covers advertising for "Isotox Dairy Spray" and "Botano de luxe." Such stipulations are signed where there is no intent to defraud or mislead.

Malathion Generic Name

Substitution of malathion for malathon as a generic name for the insecticidal chemical O,O-dimethyl dithiophosphate of diethyl mercaptosuccinate, made by American Cyanamid Co., New York, was approved recently by the Interdepartmental Committee on Pest Control, Washington, D. C. The change of name is due to difficulty encountered in the trade-



These new field representatives of Diversey Corp., Chicago, have completed recently an intensive technical and sales training course and have been assigned to sales territories. Back row (left to right): J. J. Rennie, Canadian division; H. C. Rodermund, R. B. Beattie, Cleveland division; W. Cordingley, R. A. Craymer, Canadian division; A. F. Zeman, central division. Front row (left to right): R. W. Rummel, N. S. Goffman, central division; S. G. Smith, manager of the department; G. E. Budkie, Cleveland division.

marking of the first name selected. Malathion has been registered with the trade-mark division and released for general use.

Whistleclean Expands Staff

Appointments of new salesmen to serve clients in the Carolinas, Maryland and Washington, D. C. areas, were announced recently by J. A. Lichterman, general manager, Whistleclean Corp., New York. New salesmen named are: William B. Pitman in the Carolinas and Cornelius J. Clarke in Maryland and Washington, D. C.

Holcomb to Build on Coast

Plans for a new \$300,000 factory and sales office in the Los Angeles area, were announced recently by J. I. Holcomb Co., Indianapolis, manufacturer of cleaning chemicals, waxes and brushes. The company has maintained a sales office and warehouse in Los Angeles since 1951.

To Alter Claims

A stipulation to stop advertising that "Moth-Aseptic" mildew-proofs or moth-proofs materials or makes them odor resistant, and "Perm-Aseptic" mothproofs or makes them moth resistant, was signed by Perm-Aseptic Corp., Mamaroneck, N. Y.,

the Fair Trade Commission, Washington, D. C., announced recently.

Johnson Sells in Germany

S. C. Johnson & Son, Inc., Racine, Wis., recently announced it has opened a new foreign subsidiary which is merchandising the company's products in all of Germany outside of the Soviet zone. Headquarters are at Hamburg.

Nuodex in Brazil

Establishment of a new company in Brazil, Nuodex S.A. Industria e Comercio de Secantes, to manufacture fungicides, chemical driers and other additives, has recently been announced by Nuodex Products, Elizabeth, N. J. It has headquarters in Rio de Janeiro, with branches in Sao Paulo and Rio Grande do Sul.

Ekroth Names Barail

Appointment of Dr. Louis C. Barail, consulting biochemist and toxicologist, as vice-president was announced recently by Jack Marshall, president, Ekroth Laboratories, Inc., Brooklyn. Dr. Barail is in charge of research and promotion. He previously operated his own consulting service and prior to that was with U. S. Testing Co., Hoboken, N. J.

Kurly Kate SPONGES

Use the Kurly Kate metal sponge for clearer—easier thorough cleaning. Will not splinter or rust—never cuts hands—never injures metal or plated surfaces. Kurly Kate tops all metal sponges for safety, efficiency, economical speed. Made in STAINLESS STEEL, NICKEL SILVER and BRONZE.

KURLY KATE CORPORATION 2215 S. MICHIGAN AVE





JOBBER WHO LIKES THE COLOR OF MONEY

We want another jobber whose hobby is Profits particularly profits that are easy to get. He will handle what is not just one of the finest but THE finest allpurpose Metal Polish, with a 50-year reputation for excellence. Today this polish - NOXON with new added Shine-Speeder ingredient - is making real

money for hundreds of wideawake jobbers. Interested? You should be! For the full story, tear out this ad, clip to your letterhead and say "Show me!"

The All-Purpose Metal Polish

Jersey City 2, N. J.



CHARLES B.

55 PARK PLACE, NEW YORK 7, N.Y.

PLANT-WAREHOUSE: JERSEY CITY

PREFERRED FOR

Tamms products are widely used in the polish trade, preferred for quality results. Write today for prices and samples.

TAMMS SILICA

Soft Amorphous Type

Grades to meet various abrasive requirements . . . for all kinds of metal polishes.

TAMMS TRIPOLI

Rose and Cream Colors

Once - ground, double - ground and air-float . . . ideal grades for buffing and polishing. Also rubbing compounds.

TAMMS MULTI-CEL

Diatomaceous Earth

Top grade, ground extremely fine . . . a milder abrasive than silica. Best for silver polish.

TAMMS BENTONITE

(Suspension Medium)

A very finely ground colloidal clay . . . wholly soluble. Absorbs five times its weight in water.

TAMMS INDUSTRIES, INC., DEPT. RM-3, 228 N. LA SALLE ST., CHICAGO 1, ILL.

Hollingshead Sales Up

Sales for the first six months of this year totaled \$7,912,005, compared with \$7,347,755 for the 1952 period, it was reported recently by R. M. Hollingshead Corp., Camden, N. J. The company, however, has not equaled its record sales of 1951, when volume was \$16,398,271. Net income was \$175,822, equal to \$1.53 a share on the 115,023 shares currently outstanding, compared with \$139,852, or \$1.22 a share, in the same period a year ago. Hollingshead earned \$264,-338 in 1952, or \$1.22 a share, compared with earnings of \$458,956, or \$3.83 a share, in 1951.

Frontier Chemical V.P.

Melvin E. Clark has been appointed vice-president of marketing, it was announced recently by Frontier Chemical Co., Wichita, Kan. In his new post, he is responsible for sales, market research, advertising, traffic and other marketing functions of the concern. He was formerly general products manager, Michigan Alkali Division, Wyandotte Chemicals Corp., Wyandotte, Mich.

Pfume Room Deodorizer

A new air freshener, called "pfume," has recently been announced by Pfume Laboratories, Chicago. The air freshener is attached to a light bulb by means of a metal adapter and releases deodorizing chemicals when subjected to the heat of the bulb. A light bulb adapter and three "pfume" deodorant discs retail at \$1.00, with three refills for 50 cents.

Gallowhur Sues on Data

A civil action in the Superior Court of New Jersey, Chancery Division, Middlesex County, claiming the wrongful use of secret and confidential research data related in part to the solubilization and use of phenyl mercury compounds, and testing and application of organo mercury elements and compounds, has recently been instituted by Gallowhur Chemical Corp., New York and Frank J. Sowa against Arthur Schwerdle, Paul A. Sartoretto, and W. A. Cleary Corp.,

New Brunswick, N. J. Gallowhur maintains that Mr. Sartoretto and Mr. Schwerdle obtained knowledge of these secret processes under confidential circumstances and wrongfully revealed these secret processes to Cleary Corp., which used them to manufacture a product called PMAS. Gallowhur and Mr. Sowa are demanding a judgment to stop the defendants from using these secret processes and are asking for \$500,000 damages to compensate for the loss they claim to have sustained.

Wins Hild Floor Machine

A contest to boost sales of maintenance equipment and sanitary supplies among motel operators was conducted recently by *The American Motel Magazine*. A "Hild Jr." floor machine was awarded as a prize to Mrs. Carol E. Schmidt, proprietor of the Schmidt Motel in Decatur, Ill., by Hild Floor Machine Co., Chicago.

New Janitor Dust Mops

Latest in the Du-All line of janitor dust mops are the "Atlas" and the "Hercules", introduced recently by Du-All Mfg. Co., Geneva, O. The "Atlas" features a mop head that turns on the steel spring socket providing two cleaning surfaces. Its soft green yarn also rotates on the frame for maximum cleaning action. The "Atlas" model is made in four sizes, with yarn spread of 24, 30, 36, and 42 inches.

The "Hercules" mop features a removable swab that snaps on and off for washing. The mop comes in eight sizes, with yarn spread of 24, 30, 36, 42, 48, 54, 60 and 72 inches. Braces are added to all sizes 48 inches and over. The mop head socket locks firmly on a smooth lacquered Douglas fir handle.

New "Du-All" Mop



Kalamazoo in New Quarters

Kalamazoo Sanitary Supply Co., recently moved to larger headquarters at 156 Portage St., Kalamazoo, Mich., according to an announcement by Fred H. Martinie, head of the firm. Previously the firm was located for 16 years at 759 W. Michigan St., Kalamazoo.

N.S.F. Enlarges Staff

Two new members have joined the staff of the testing laboratory of the National Sanitation Foundation, Ann Arbor, Mich., it was announced recently by Dr. Henry F. Vaughan, president of the foundation. Charles A. Farish comes to the testing laboratory from Columbia, S. C., where he was director of sanitation for the state board of health. He is a graduate of the University of Michigan. The other new member of the Foundation's staff is Jack McAllister, who was formerly with the Indiana State Health Department's branch office at La Porte, Ind. He obtained degrees from both the University of Indiana and the University of Michigan.

Annual AEPCO Meeting

The States Relations Committee of the Association of Economic Poison Control Officials will hold its annual session on Oct. 16, at the Shoreham Hotel, Washington, D. C., the Association announced recently. Dr. J. F. Fudge, chairman of the Committee, has invited members of the Chemical Specialties Manufacturers Assn. to submit any questions of sufficient general interest to be included in the agenda.

New Floor Cleaner

A new heavy duty floor cleaner that is said to provide maximum portability and yet meet normal maintenance requirements at low cost has recently been announced by Premier Co., St. Pa'ul. The Premier "Model 908G" is designed to permit quick conversion of the motor unit to a powerful blower by removal of the filter bag and substitution of a blower coupling and guard, provided as standard equipment. The unit has a one



DOUGLAS LABORATORIES fills 35 tubes a minute with PERL MODEL 705

Douglas Laboratories, Miami, Florida, uses Perl Model 705 to speed production of their well known Coppertone Sun Tan Cream. The semiautomatic Model 705 fill up to 35 11/2 inch diameter tubes a minute, and then in one operation, makes 3 folds, 2 in one direction, 1 in reverse, without crimping or the use of clips. The tube is then automatically ejected to a conveyor—perfectly filled, free of air bubbles or pockets, neatly closed. Even unskilled operators can attain maximum production.

Model 705, semi-automatic: for pastes and ointments, fills up to 40 tubes a minute.

Model 706, fully automatic: for self-leveling creams or solutions, up to 70 tubes a minute.

A COMPLETE LINE OF MACHINES for bottle filling, bottle cleaning, can filling and ampoule filling. Write for Catalog S

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PERL MACHINE MFG. CO.

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ADD Ottasept and add sales punch! Your product will be best when it contains Ottasept - bacteriacide, fungicide, and sporicide. Ottasept is non-toxic, non-irritating, non-sensitizing.

WE HAVE helped many manufacturers, large and small, to improve their products and develop

new ones. We can help you, too. Write today.

The OTTAWA CHEMICAL COMPANY 821 Hamilton Street, Toledo 7, Ohio

UTTASEPT

SHANCO RESINS

Emulsion Waxes

Blend in Steam-jacketed **Direct Fired Kettles**

Alkali Soluble Resins for Leveling Agents



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Tonawanda, N. Y. BE 0383

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RI 6-3875

Brooklyn, N. Y. EV 9-3480

Agents in all Principal Cities

WILL BUY

PLANT suitable for manufacture of detergents, cleansers, washing compounds, etc. for industrial and institutional markets wanted by manufacturer. Location must be in or near New York Metropolitan market, preferably in New Jersey within short truck range of tunnels. Clean, modern plant, with or without equipment, about 40,000 square feet wanted. Must have rail siding. (No fume or odor problems involved in operations.) Will purchase for cash. Give full description property, business, asking price, etc. Contact through second party if preferred.

Box No. 825

SOAP & SANITARY CHEMICALS

254 West 31st St., New York 1, N. Y.

h.p., 115 V, a-c/d-c motor, with balltype bearings packed in lubricant. Container capacity is 1.04 bu. of dry dirt, or 10 gals. of liquid for wetpickup. Made of heavy sheet steel, the container is finished in a smooth, metallic grey. Castors are soft rubber tread with top swivel bearings.

New Risdon Valve

A new aerosol-dispensing valve, designated Model "GB", and designed specifically for glass bottle packaged spray products has recently been announced by Risdon Mfg. Co., Naugatuck, Conn. Basic design feature of the new valve is that it has no metal in contact with the contents of the bottle, thus eliminating the possibility of corrosion of valve components. The valve is suitable for either coated or uncoated aerosol bottles. It is available with either horizontal or vertical spray actuators. Protective caps in metal or plastic are available in custom made designs to complement the product package.

Lehn & Fink Net Up

Net profits for the first six months of this year, as reported recently by Lehn & Fink Products Corp., New York, were \$1,205,000, equal to \$3.03 a common share, on net sales of \$23,002,000, compared with \$948,536, or \$2.39 a share, on sales of \$21,964,725, a year earlier.

Amaza Moves Headquarters

Amaza Laboratories, Inc., manufacturers of hand cleaners, announced recently it has moved its operations from Cleveland to its plant in Macedonia, O. At the same time, the company announced that John A. Howard is no longer connected with the organization.

Concord Names Loughlin

Appointment of William C. Loughlin & Co., San Francisco, as sole representative for its line of industrial waxes and cresylic acid in the state of California, was announced recently by Concord Chemical Co., Moorestown, N. J. The Loughlin Company also handles imported cresylic acid in this territory for Concord.

Tariff Commission Report Shows Decline

THE combined production of all synthetic organic chemicals and their raw materials in 1952 amounted to 52,618 million pounds, which was 8.5 percent less than the output of 57,501 million pounds in 1951, according to the annual report on production and sales of synthetic organic chemicals issued recently by the United States Tariff Commission, Washington, D. C. The statistics given in the report, the 36th issued by the Tariff Commission, were compiled from data supplied by 591 companies. These figures represent totals for raw materials, semi-finished, and finished products and have necessarily involved substantial duplication. The output of tar and tar crudes, together with crudes from petroleum and natural gas, totaled 26,499 million pounds in 1952, compared with the 30,002 million pounds reported for 1951.

The combined production of cyclic intermediates and finished synthetic organic chemicals in 1952, a total which also involves much duplication, was 26,119 million pounds—a decrease of 5.0 percent from the 27,499 million pounds produced in 1951. Sales of these chemicals in 1952 totaled 14,384 million pounds, valued at 3,783 million dollars—a decline of 1.2 percent in quantity and 2.3 percent in value compared with 1951.

The output of crude naphthalene in 1952 was 322 million pounds, or a decline of 9.3 percent from the output in 1951. In 1952 the total output of crude products from petroleum and natural gas (crude petrochemicals) totaled 7,867 million pounds—a decline of 8.6 percent from the 8,607 million pounds reported for 1951.

The output of cyclic intermediates in 1952 was 4,171 million pounds, of which 37 percent of the producton in 1952 was sold and the rest consumed by producing companies. The output of cyclic intermediates in 1951 was 4,528 million pounds. Production of finished cyclic products in 1952 totaled 4,515 million pounds—203 million pounds less than the output reported for 1951. Production in 1952

of finished acyclic products and acyclic intermediates totaled 17,433 million pounds, compared with the 18,253 million pounds produced the previous year.

The only individual group of finished synthetic organic chemicals with respect to which the total output was larger in 1952 than in 1951 was surface-active agents. They showed an increase of seven percent. Decreases in output in 1952 compared with the preceding year were reported for pesticides and other organic agricultural chemicals (10.0 percent); and perfume and flavor materials (6.9 percent).

New Federal Publications

Several new consumer publications dealing with chemical specialties have recently been issued by the U. S. Department of Agriculture, Washington, D. C. The bulletin, titled "The Hessian Fly," gives nature of the injury, description and habits, life history, effect of weather on the hessian fly, natural enemies, and control measures. Price is 10 cents.

Another booklet, called "Stain Removal from Fabrics-Home Methods" offers a list of supplies for stain removal, and the methods for using each are outlined. Price is 10 cents

"Clothes Moths and Carpet Beetles" and methods of controlling them are described in a booklet of that name. Contained are hints to assist in ridding clothing, furniture, and rugs of these insect pests. The 12-page booklet, with illustrations, costs 15 cents

"Read the Label on Foods, Drugs, Devices, and Cosmetics" tells what to look for on the labels, and explains how the law applies to labels to protect the consumer against unsafe or fraudulent materials. This illustrated booklet costs 15 cents.

Bulletin "Preventing and Removing Mildew" contains practical methods used in the prevention of the formation of mildew, including materials to be used for removing it, with instructions for their use. Price is five cents.



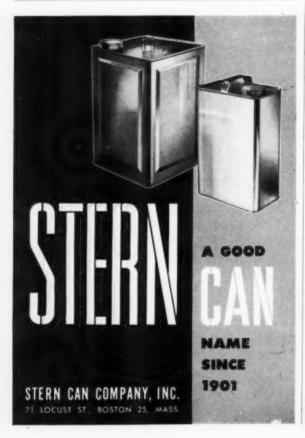
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Stoddard Prentiss V.P.

The appointment of John R. Stoddard as vice-president in charge of sales of insecticides and agricultural



JOHN R. STODDARD

chemicals of Prentiss Drug & Chemical Co., New York, was announced recently by Malcolm Miller, president. Previously Mr. Stoddard had been with John Powell & Co., New York, for 13 years. His last position was as domestic sales manager.

At the same time it was announced that Frank J. Rush, assistant treasurer of Powell had joined Prentiss and will be in the treasurer's department.

Mr. Stoddard joined John Powell & Co., New York, as a laboratory assistant in 1940. In 1945 he was named to the sales staff, and in 1949 was appointed assistant sales manager. Two years later he became domestic sales manager.

Mr. Rush joined the accounting department of Powell in 1945 and was named assistant treasurer in 1949.

NSSA Western Conference

The National Sanitary Supply Association will hold its Western Regional Conference at the Mark Hopkins Hotel, San Francisco, on Oct. 22-23, according to a recent announcement by Herbert J. L. Baum, of Mipro Metal Products Co., San Francisco, general chairman of the conference. An extensive business meeting, as well as a banquet and entertainment, has been arranged, Mr. Baum said. At the same time, the asso-

ciation announced that its Eastern Regional Meeting will be held Nov. 18-19, at the Park Sheraton Hotel, New York.

Allows Dow Trade Name

The Patent Office in Washington, D. C., has dismissed proceedings brought recently by Koppers Co., Pittsburgh, in opposition to registration by Dow Chemical Co., Midland, Mich., of "Hexadow" as a trademark for an insecticide. Koppers based its opposition on previous ownership of a number of registrations containing the word "hex" for use on insecticides, disinfectants, wood preservatives, and other chemicals. These included "Hex," "Hex Cide" and "Hexit."

An examiner of trademark interferences held that "hex" is commonly used in chemical terminology and is not entitled as such to trademark protection. Also, he said, the Dow mark is "closely different" from the Koppers marks in meaning, appearance, and sound, and therefore would not be confused with them.

Aerosol Line in Italy

J. Allen Reynolds, vice-president in charge of operations for Continental Filling Corp. of Danville, Ill., is now in Italy to assist the company of Bombrini Parodi-Delfino in the installation of an aerosol filling line. Continental is serving as consultant for the installation of this equipment. Mr. Reynolds will also represent Continental in France, Belgium and other European countries before he returns to the United States in late November or December.

Ill. Pest Control Officers

Election of new officers for the year 1953-54 was announced recently by the Illinois Pest Control Association. New officers are: Robert E. Berns, Aerosol Engineer, Chicago, president; Wiley W. Windmeier, Airway Exterminating Co., vice-president; Fred A. Batson, Lien Chemical Co., secretary; James J. McDaniel, International Exterminator Co., treasurer; George Chamlin, Continental Chemiste Corp., director for one year and S. A. Neilsen, Rose Exterminator Co., director for two years.

Edward Bush Joins Haug

Edward A. Bush, formerly with the aromatics division of Dow Chemical Co., Midland, Mich., has



EDWARD A. BUSH

joined Haug & Co., New York, it was announced recently. The firm distributes enzymes and albumen. A past president of the Salesmen's Association of the American Chemical Industry, Inc., Mr. Bush is the son of B. T. Bush, a well-known figure in the aromatics field. Prior to joining Dow, Mr. Bush was associated with Bush Aromatics, Inc., New York, until it was acquired in 1950 by the Dow organization. Earlier Mr. Bush also was connected with Hooker Electrochemical Co., Niagara Falls, N. Y.

Candy Sanitation Seminar

Special sessions devoted primarily to the technical and laboratory aspects of sanitation were held during the Candy Industry Sanitation Seminar, Sept. 15, at the Penn Sheraton Hotel, Philadelphia, it was announced recently by Fred B. Jacobson, chairman. Subject of a special session was "Cleaning Materials" by Edward Hoffman, chief chemist, Superior Chemical Products, Philadelphia.

Mosquito Control Meeting

The 22nd annual conference of the California Mosquito Control Association will be held Dec. 2-4, in the Claremont Hotel, Berkeley, Calif., according to a recent announcement by G. Edwin Washburn, secretary-treasurer of the association.

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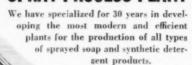
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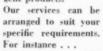
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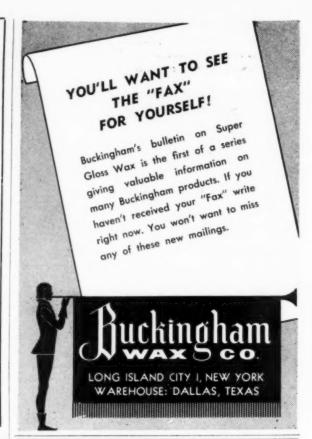
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Widiam J. Haude, president of Pittsburgh Agricultural Chemical Co., now a division of Pittsburgh Coke &



WILLIAM J. HAUDE

Chemical Co., Pittsburgh, from 1948 to 1953, recently joined Grace Chemical Co., New York, as vice-president in charge of marketing. Prior to going with Pittsburgh, Mr. Haude was vicepresident in charge of sales for John Powell & Co., New York. He is a graduate of the University of Illinois where he received his B.S. degree in entomology and agronomy. He later received an M.S. from Tulane University. In 1935 he joined the Illinois State Department of Public Health as resident entomologist. A year later he went with the Powell company as a salesman, and in 1939 was appointed sales manager. Shortly thereafter Mr. Haude was named vice-president and remained with the company until he left in 1948 to join Pittsburgh Coke and Chemical Co.

Naftone to Sell "C8Q"

Appointment of Naftone, Inc., New York, as sole selling agent for the new line of fungicide-bactericides, marketed as "C 8 Q", was announced recently by Charles J. Prescott, Jr., president of Bennett, Inc., Cambridge, Mass. The products are odorless compounds, and are all anionic emulsions of copper 8-quinolinolate, a non-toxic fungicide-bactericide, available at different concentrations over a wide pH range. "C 8 Q" is also being investigated for use as an ingredient in soaps, disinfectants and cutting oils, where

an effective fungicide-bactericide which is harmless to humans is desired, the company said.

Chemist Enters Ministry

Lee W. Stratman, senior analytical chemist at Drackett Co., Cincinnati, manufacturers of chemical specialties, recently resigned his post with the firm to study for the Episcopal ministry. Mr. Stratman plans to enter the Episcopal Theological School in Cambridge, O., and also hopes to obtain a part-time job as a chemist in order to finance his studies.

Huntington Buys Crystal

Acquisition of Crystal Soap & Chemical Co., Philadelphia, by Huntington Laboratories, Inc., Huntington, Ind., was announced last month by J. L. Brenn, president of Huntington. Crystal has been owned and operated by Thomas Dunn, Sr., president and Thomas Dunn, Jr., general manager, who continues in that capacity. Crystal has been made a division of Huntington, which plans to convert Crystal's operation to Huntington's standards, according to Mr. Brenn.

U.S. Seeks Cleaning Bids

The U. S. government for the first time recently asked for bids on regular daily cleaning of two Federal buildings—one of two Agricultural Department buildings in Washington, D. C. and the Veterans Administration building at 252 Seventh Ave., New York. These buildings are now cleaned by employees of the General Services Administration. The bids were to help determine if private contractors could do the cleaning job more efficiently and economically than the government.

Lower Prices for Carbowax

New, lower prices for the nine different grades of the Carbowax polyethylene glycols have recently been announced by Carbide and Carbon Chemicals Co., New York. The nine grades affected are Carbowax polyethylene glycol liquids 200, 300, 400, 600 and solids 1000, 1500, 1540, 4000, and

Advanced by Wyandotte

Charles F. Gerlach has been named general product manager, inorganic and agricultural chemicals,



CHARLES F. GERLACH

and Walter L. Rippeteau has been appointed general product manager, organic chemicals, it was announced recently by the Michigan Alkali division, Wyandotte Chemicals Corp., Wyandotte, Mich. In his new post, Mr. Gerlach is in charge of the marketing of inorganic and agricultural chemicals. He is also responsible for the coordination of sales plans and programs and liaison between manufacturing and sales. Mr. Rippeteau has overall responsibility for the sale of all Wyandotte's organic products, including synthetic detergents and industrial organic chemicals.

A graduate of the University of Wisconsin, Mr. Gerlach came to Wyandotte in 1951 as manager of the newly created industrial insecticide department, since enlarged to encompass numerous agricultural chemicals. Previously he had been with Michigan Chemical Co., St. Louis, Mich.

Mr. Rippeteau, a graduate of the University of Kansas, joined Wyandotte's research and development division in 1947 as a technical field representative. In 1949 he was appointed manager of the market development department and more recently was organic chemicals sales manager.

Rieke Moves in New York

Rieke Metal Products Corp. recently moved from 70 Pine St. to One East 53rd St., New York.

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Miscellaneous

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Wanted: Complete soap or process chemical plants and machinery including kettles, frames, pulverizers, cooling rolls, chip dryers, plodders, cutting tables, evaporators, packaging units, automatic soap presses, mixers, stainless steel tanks. P.O. Box 1351, Church St. Sta., New York 8, N. Y.

Exclusive Franchise: Progressive manufacturer of complete commercial and industrial vacuum cleaners offers an exclusive franchise to an aggressive distributor of sanitary maintenance products for the six New England States. Excellent opportunity, good financial return, full cooperation on part of factory personnel. Replies confidential. Address Box 846, c/o Soap.

Wanted: Second hand deodorant block, cellophane wrapping machine; also Schaeffer, or other model, glueing machine, with motor, to handle labels up to 11 inches wide. Address Box 847, c/o Soap.

For Sale

For Sale: Viscolizers and homogenizers. Completely rebuilt and guaranteed, with late type stainless steel sanitary heads and pressure valves. Also machines with standard heads and valves. Send for bulletin and prices. Otto Biefeld Co., Watertown, Wis.

Standard Reference Books: See page 36 & 37

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Pony MX and M Labelrites; Ermold and World Labelers.
Standard Knapp 429 Carton Sealer; Jones, Ceco Carton Sealers.
Hudson Sharp Campbell automatic cellophane Wrapper.
Package Machinery FA, FA4; Scandia, Hayssen Wrappers.

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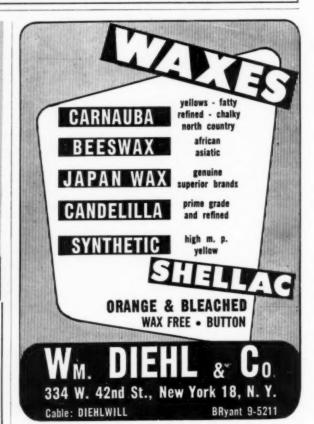
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For Sale

For Sale: Houchin model A safety air press in excellent condition. Packers Tar Soap, Inc., Mystic, Conn.

For Sale: Complete soap or sanitary chemical plants. Also individual items such as crutchers, plodders, mills, mixers, presses, dryers, filling equipment, etc. R. Gelb & Sons, Inc., State Highway No. 29, Union, N. J.

For Sale: By I. E. Newman, 5602 Blackstone Ave. Chicago, Ill. Jones automatic laundry & toilet soap presses; 1500 lb. to 6000 lb. crutchers; 10" plodder; Automatic cutting table; Type S wrapper; Filter presses; Powder mixers, etc.

For Sale: Dust cloths made of soft flannel. Chemically treated to pick up more dust and dirt. Will not harm the finest finish. Trial order \$15 per 100. Parlee Corp., 308 E. St. Clair, Indianapolis 2, Ind.

Stainless Steel tanks and kettles. Steel tanks and kettles; Powder mixers; Pulverizers, etc. Perry Equipment Corp., 1410 N. 6th St., Philadelphia 22, Pa.

For Sale: 1-Houchin 10" jumbo plodder; 1 - Pneumatic Scale Packaging line complete: 1—Leh-mann 12" Plodder; 1—Houchin 14"x36" 5-roll inclined watercooled mill, 30 H.P. motor; 1-Baker 20"x33" 5-roll mill, 55 H.P. motor; 4—Jones automatic soap presses, A, K/, C pin die; 2 Houchin 3 roll granite mills 12x30, 1-4 roll 18x30; -Package Machinery Co. model TT and model N soap wrappers; 5-Steel vertical, jacketed soap crutchers, 5,000 lb., 3000 lb., and 1000 lb.; 1-6 knife soap chipper, m.d.; $1-42'' \times 100''$ steel flaking roll; Filter presses 12" to 42", powder fillers; dry powder mixers, 12,000 lb., 3000 lb. and smaller sizes; paste and liquid mixers; Rotex screens; Hammer mills; soap frames; Dopp jacketed kettles 100, 350, 600 gallon; Blackmer pumps; tanks; carton gluer-sealers. Ask us to quote on your requirements. Tell us what idle machines or plants you have for sale. Consolidated Products Co., Inc., 15-21 Park Row, New York 38, N. Y. Phone BArclay 7-0600. Inspect our stock at our warehouse, 331-341 Doremus Ave., Newark, N. J.

Reprints Synthetic Detergents Up-To-Date II available from Mr. J. W. McCutcheon, 475 Fifth Ave., N. Y. C.

For Sale

For Sale: Allbright-Nell 4' x 9' chilling rolls. Blanchard #14 soap powder mill. Lehmann 4-roll W. C. 12" x 36" steel mill. Houchin 8½" x 16" 3-roll and 18" x 30" 4-roll Granite Stone Mills. Kettles and tanks, iron, copper, aluminum and stainless. Dryers vac. & atmos. Jones automatic soap presses. Empire State foot presses. Soap frames. Slabbers and cutting tables, hand & power. Crutchers. Six-knife chipper. Filter presses 12" x 42". Wrapping & sealing machines. Powder, paste & liquid mixers. Rotex sifters. Filling machines, Grinders, Hammer mills. Colloid mills. Three-roll steel mills 8" x 22" to 16" x 40". Portable elec. agitators, pumps, etc. Send for bulletin. We buy your surplus equipment. Stein Equipment Company, 107-8th St., Brooklyn 15, N. Y. STerling 8-1944.

Letters

(From Page 41)

for their money in floor waxes than in any other chemical specialty.

If there are any shortcomings, it is most likely because the product is not being used correctly or the necessary preparations for the application of the floor wax have not been carried out properly by the user. We are thankful for the many concerns that train their salesmen to sell waxes correctly. Such shortcomings as do exist may be traced to the lack of knowledge on the part of maintenance departments. Where there have been sufficient appropriations for good maintenance staffs, greater knowledge of correct maintenance procedures has resulted.

Basically, the problem involves the human element. The industry is able to make good floor waxes, but unless the person applying them does so properly, the results may not be all that are desired.

As a suggestion to those who sell floor waxes to the large consumer, it is most important to have the salesman call back at the end of two or three weeks after the product has been shipped to see that it is being used correctly. The mops, buckets, brushes and floor machines used in waxing a floor should be clean and the correct

ones for the job. If this is done, 95 percent or more of the complaints will be avoided.

. . .

Jacob Kahn, President Windsor Wax Co. Hoboken, N. J.

Impressive Victory . . .

Gentlemen:

We are happy and proud to announce that the Federal Trade Commission has now upheld and confirmed the major advertising claims we have made for d-Con rodenticides for the past several years. On February 28, 1952 we were served with a complaint from the Commission charging that our advertising was misleading and deceptive. Most of the complaints were trivial and inconsequential, based on discontinued ads.

However, several of the charges seemed highly unjust, and we defended ourselves by every honest means. After the initial hearings we were upheld in all major points of contention. The case would have been dropped there, except for the fact that the Government attorneys appealed the initial decision. We therefore entered a counter-appeal.

We have now received the final order from the Federal Trade Commission itself, and are happy to report that we have been more than vindicated. For example, we are authorized to state in our advertising that "d-Con is safe to use around children and animals when used as directed."

"d-Con will rid your property of rats and mice within 15 days and keep it free of rodents . . . Forever!"

"The d-Con formula has been recommended by the U. S. Public Health Service and the U. S. Fish and Wildlife Service."

"Whole towns have been cleared of rats and mice through the use of d-Con."

We think this is an impressive victory, not so much for ourselves, but for d-Con products. A government regulatory agency, after hearing expert testimony, concurs that d-Con is as safe to use and as effective as we have always claimed.

J. S. Garland, President D-Con Co. Chicago



Demonstrations...

(From Page 147)

left the service and entered the firm to head its sales activities.

"Our salesmen average between 18 and 20 calls a day," says Mr. Hoffman. "The number of calls varies, depending upon the customer and the sales presentation to be made. We back up our salesmen as much as possible and one of the services that they can offer customers is our 24-hour delivery. Merchandise is delivered to customers the day after the order has been taken. Such service is unusual in the sanitary supply business, and our customers appreciate it."

Mr. Hoffman maintains a six weeks' inventory of all merchandise carried. He feels that this inventory provides him with adequate protection against slow delivery from his sources of supply and he isn't overstocked in the event that a change is made necessary. He handles a complete line of nationally advertised brands as well as his own Sterling brand.

"We have found our private brand to be the answer when customers complain about price competition," says Mr. Hoffman. "When competition starts cutting prices we feature our own brand. As this brand is exclusive with us, others cannot offer it at a reduced price, and thus we can avoid the problem of price cutting."

Situated at 9th and Church streets in Wilmington, Sterling Soap & Chemical Company operates its business from a large two story warehouse which also contains offices and a large display area.

Diversey Buys Selcon Co.

Acquisition of Selcon Engineering and Chemical Co., Chippewa Falls, Wis., manufacturers of automatic solution controls and sanitation chemicals, was announced recently by H. W. Kochs, chairman of the board, Diversey Corp., Chicago. Mr. Kochs said that the Selcon purchase provides additional manufacturing facilities for Diversey's complete line of electronic solution controls plus added chemical production facilities which the company needs to meet increasing demands.

Index to ADVERTISERS

Alfried Block Chemical Co. 188 Hardesty Co. 134 Hardesty Co. 132 Managa Laboratories, Inc. 180 Hardesty Co. 134 Mareiran Dispenser Company 188 Hardesty Co. 132 133 Petrolite Corp. 154 Mareiran Standard Mfg. Co. 164 Hidde & Dauch 190 Polak's Schwarz, Inc. 155 Mareiran Standard Mfg. Co. 164 Hidde & Dauch 190 Polak's Schwarz, Inc. 155 Mareiran Standard Mfg. Co. 164 Hidde & Dauch 190 Polak's Schwarz, Inc. 155 Mareiran Standard Mfg. Co. 164 Hochstadter Laboratories, Inc. 183 Hollingshead Corp. R. M. 26 Polak's Schwarz, Inc. 155 Mareiran Standard Mfg. Co. 27 Mareiran Standard Mfg. Co. 28 Mareiran Mfg. Co. 28 Mareiran Mfg. Co. 28 Mareiran Mfg. Co. 29 Mareiran Mfg. Co.			
Allied Block Chemical Co. 168 Amaza Laboratories, Inc. 180 American Dispenser Company 188 Allino-Marwell Co. 102 Philade & Dauch. 190 Polak & Schwarz, Inc. 15 Andersen, Carl N. 6 Andersen, Carl N. 7 Anage Lagable, Carl N. 7 Andersen, Carl N. 7 Andersen, Carl	Agraral Pasangali Co. 119	Harcord Manufacturing Co 63	Per-Mo Products Co
American Dispenser Company. 188 American Dispenser Company. 188 American Standard Mig. Co. 164 Amdersen. Carl N. 183 Andersen. Carl N. 183 Chemical Service of Baltimore. 283 Chemical Service of Baltimor		Training and an arrangement of the contract of	Ter mee a recommend months and the con-
American Dispenser Company, 188			
American Standard Mig. Co. 164 Andersen, Carl N. 183 Andersen, Carl N. 184 Andersen, Carl N. 184 Andersen, Carl N. 184 Andersen, Carl N. 184 Antara Chemicals Div. General Dyestuff Grop. 17 Armour & Co. 1. 24, 88 Antara Chemical So Iv. General Dyestuff Grop. 17 Armour & Co. 1. 24, 88 Atlanic Refining Co. 27 Armour & Co. 31 Atlas Powder Co. 31 Atlas Powder Co. 31 Huston Laboratories, Inc. 183 Atlas Powder Co. 31 Historican Minerals & Products Co. 7 Hysan Froducts Co. 7 Hysan Froducts Co. 7 Hysan Froducts Co. 7 Historican Minerals & Products Co. 110 Blockson Chemical Co. 110 Blockson Ch			a service works transfer and a service and
Andrar Chemicals Div. General Dyestuff Corp. Altara Chemicals Div. General Dyestuff Corp. 17			
Antara Chemicals Div., General Dyestuff Corp. 17			
Dyestuff Corp.			- course a series of the serie
Aromatic Products, Inc. 138	Antara Chemicals Div., General	recommendation and buy and	
Arbantic Products, Inc. 138 Atlantic Refning Co. 27 Atlantic Refning Co. 37 Bersworth Chemical Co. 110 Blockson Chemical Co. 100 Blockson Chemical Co. 100 Blockson Chemical Co. 100 Blush & Co. W. J. 108 Bush	Dyestuff Corp 17		
Ardantic Freducts, Inc. 138 Atlantic Refning Co. 27 Atlantic Refning Co. 27 Atlantic Refning Co. 31 Atlantic Refning Co. 37 Atlantic Refning Co. 31 Atlantic Refning Co. 31 Atlantic Refning Co. 31 Bersworth Chemical Co. 110 Bersworth Chemical Co. 110 Bersworth Chemical Co. 110 Breuer Electric Mig. Co. 6 Bush & Co. W. J. 168 Bush & Co. W. J. 168 Bush & Co. W. J. 168 California Spray-Chemical Co. 158 California Spray-Chemical Co. 50 California Spray-Chemical Co. 50 Carbon Corp. 50 Chemical Spray-Chemical Co. 50 Chemical Co. 50		Houchin Machinery Co 92	
Atlais Powder Co. 31		Hudson Laboratories, Inc 183	
Atlas Powder Co		Hysan Froducts Co 7	Puro Co., The 13
Baird & McGuire, Inc. 142 Chemical Corp. 132 Chemical Corp. 134 Bersworth Chemical Co. 119 Keystone Scent Conditioner Corp. 136 Robard Mina Survey Corp. 136 Robard Mina Sur			Pylam Products Co 186
Bersworth Chemical Co.			• 1100
Blockson Chemical Co. 19		*	
Bruckingham Wax Co. 180			STORY OF STREET PORT STORY
Bush & Co. W J 168			Roure-Dupont, Inc 84
Sush & Co. W .		Knolar Products, Inc 86	Seil Putt & Rushy, Inc
Bush & Co., W.		Koppers Co	
California Spray-Chemical Co. 58	Bush & Co., W. J 168	Kranich Soap Co 86	
Cambar Co. 50	California Spray-Chemical Co. 158		
Carbide & Carbon Chemical Co. Div. of Union Carbide & Carbon Corp. Div. of Union Carbide & Carbon Corp. 116 Lewers, William W. 183 Stepan Chemical Co. 38 Stepan Chemical Co. 178 Mantrose Corp. 150 Sterwin Chemical Co. 126 Sterwin Chemical Co. 126 Sterwin Chemical Co. 126 Sterwin Chemical Co. 126 Sterwin Chemical Co. 127 Sterwin Chemical Co. 128 Stern Can Co. 178 Ste			
Carbide & Carbon Chemical Co. Div. of Union Carbide & Carbon Corp. 116			Solvay Process Div., Amed Chemi-
Div. of Union Carbide & Carbon Corp. 116	carry as continuous transfer to the continuous transfer transfer to the continuous transfer t		
Carbon Corp.			
Chemical Industries Exposition 108 Mantrose Corp. 150 Sterwin Chemical Co. 126 Chemical Specialties Manufacturers Association 115 Chemical Specialties Manufacturers Association 115 Chemical Co. Charles B. 174 Continental Can Co. 156 Continental Filling Corp. 128 McDannell, C. C. 183 McDannell, C. C. 183 Continental Filling Corp. 128 Molnar Laboratories 180 Monar Laboratories 183 Continental Filling Corp. 128 Monarto Chemical Co. 10, 11, 131 Crown Can Co. 129 Monarto Chemical Co. 10, 11, 131 Crown Can Co. 129 Monarto Chemical Co. 10, 11, 131 Crown Can Co. 129 Monarto Chemical Co. 10, 11, 131 Crown Can Co. 130 Davies-Young Soap Co. 66 National Soap Dispenser Co. 180 Monufacturing Co. 130 Moore Brothers Co. 140 National Aniline Division 14 Dura Commodities, Inc. 62 Newman Taillow & Soap Machinery Co. 187 Commodities, Inc. 162 Newport Industries, Inc. 106 Chemical Co. 160 Chem		Lewers, William W 183	Ciclian Circumstan Contribution
Chemical Service of Baltimore 28		Magnus, Mabee & Reynard, Inc 124	
Chemical Service of Battmore 28 Maryland Glass Co. Facing 18 Stillwell & Gladding 185		Mantrose Corp	
McCutcheon, J. W. 183			Stillwell & Gladding 185
Association			Straygold & Associates, J. B 185
Continental Can Co		McDonnell C C 183	T 171
Meccaniche Moderne 100 Thompsen, F. G. 185	Chrystal Co., Charles B 174	McLaughlin Cormley King Co. 135	a second and a second a second and a second
Continental Filling Corp. 128	Continental Can Co 156		
Cox			Thomssen, E. G 185
Cox, Alvin J.			
Crown Can Co. 129			
Davies-Young Soap Co. 66 Diehl & Co. William. 188 National Soap Dispenser Co. 186 Value of the Co. 187 Value of the Co. 188 Value of the Co. 188 Value of the Co. 188 Value of the Co. 189 Valu			Tru-Pine Company 170
Diehl & Co., William.		National Aniline Division 14	Turner & Co., Joseph 64
Dill Manufacturing Co. 130 Neuman, Buslee & Wolfe, Inc. 192 Ungerer & Co. 3rd Cover		National Soap Dispenser Co 186	
Dolge & Olcott, Inc. 192 Neuman, Buslee & Wolfe, Inc. 192 Union Carbide & Carbon Corp., Carbide & Carbon Chemical Co. 116		Naugatuck Chemicals Div 87	
Dow Chemical Co. 78		Neuman, Buslee & Wolfe, Inc 192	
Dreyer, Inc., P. R		Newman Tallow & Soan Machinery	
Dreyer, Inc., P. R.	Dow Chemical Co 78		
Niagara Alkali Co. 29 Universal Detergents, Inc. 89	Dreyer, Inc., P. R 80		Union Standard Equipment Co 187
E. I. Facing 19, 34, 91 Dura Commodities, Inc. 162 Emery Industries, Inc. 18 Extel Engineering Corp. 110 Farrell, Inc., W. B. 172, 178 Federal Varnish Div. 26 Felton Chemical Co. 160 Filtrol Corp. 96 Fine Organics, Inc. 162 Fritzsche Brothers, Inc. 162 Fritzsche Brothers, Inc. 3 Gesell Co., R. 166 Gillespie-Rogers-Pyatt Co. 125 Gilvaudan-Delawanna, Inc. 68 Glyco Products Co. 178 Ninol Laboratories 25 Norda Essential Oil & Chemical Co. 20 Noxon, Inc. 174 Vur. 174 Vur. 174 Vur. 175 Vur. S. Bottlers Machinery Co. 108 U. S. Industrial Chemicals, Inc. 4th Cover Utility Co. 166 Var Ameringen-Haebler, Inc. 23, 117 Varley & Sons, James 70 Verona Chemical Co. 90 Victor Chemical Co. 90 Victor Chemical Co. 104 Varwick Wax Co. 123 Warwick Wax Co. 123 Warwick Wax Co. 123 Westvaco Chemical Division 35 Welch, Holme & Clark Co. 58 Westvaco Chemical Division 35 Windsor Wax Co. 164 Wurster & Sanger, Inc. 180, 185 Glyco Products Co. 178 Co. 141 Vurster & Sanger, Inc. 180, 185 Wyandotte Chemical Co. 112	du Pont de Nemours & Co.,		Universal Detergents, Inc 89
Dura Commodities, Inc. 162 Norda Essential Oil & Chemical Co. 20 Emery Industries, Inc. 18 Noxon, Inc. 174 Noxon, Inc. 174 Inc. W. B. 172, 178 Dil Equipment Laboratories, Inc. 139 Varley & Sons, James 70 Varley & Sons,	E. I		U. S. Bottlers Machinery Co 108
Emery Industries, Inc. 18			U. S. Industrial Chemicals,
Farrell, Inc., W. B. 172, 178 Oil Equipment Laboratories, Inc. 139 Van Ameringen-Haebler, Inc. 23, 117			
American Corp. C			
Farrell, Inc., W. B. 172, 178 Oil Equipment Laboratories, Inc. 139 Van Ameringen-Fraeber, Inc. 25, 172 Federal Varnish Div. 26 Old Empire Mfg. Chemists 182 Varley & Sons, James 70 Felton Chemical Co. 160 Onyx Oil & Chemical Co. 33 Verona Chemical Co. 90 Filtrol Corp. 96 Oronite Chemical Co. 8 Victor Chemical Co. 104 Fine Organics, Inc. 162 Ottawa Chemical Co. 176, 182 Warwick Wax Co. 123 Fritzsche Brothers, Inc. 3 Packwood Mfg. Co., G. H. 9 Welch, Holme & Clark Co. 58 Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Division 35 Gilvaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Wurster & Sanger, Inc. 180, 185 Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112		O'Donnell, James P 183	
Federal Varnish Div. 26 Old Empire Mfg. Chemists. 182 Variey & Sons, James. 70 Felton Chemical Co. 160 Onyx Oil & Chemical Co. 33 Verona Chemical Co. 90 Filtrol Corp. 96 Oronite Chemical Co. 8 Victor Chemical Co. 104 Fine Organics, Inc. 162 Ottawa Chemical Co. 176, 182 Warwick Wax Co. 123 Fritzsche Brothers, Inc. 74 Owens-Illinois Glass Co. 61 Washburn Co., T. F. 30, 186 Fuld Brothers, Inc. 3 Packwood Mfg. Co., G. H. 9 Welch, Holme & Clark Co. 58 Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Division 35 Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Giyaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Wurster & Sanger, Inc. 180, 185 Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112	Farrell, Inc., W. B		
Felton Chemical Co. 160 Onyx Oil & Chemical Co. 33 Verona Chemical Co. 90 Filtrol Corp. 96 Oronite Chemical Co. 8 Victor Chemical Co. 104 Fine Organics, Inc. 162 Ottawa Chemical Co. 176, 182 Warwick Wax Co. 123 Fritzsche Brothers, Inc. 74 Owens-Illinois Glass Co. 61 Washburn Co., T. F. 30, 186 Fuld Brothers, Inc. 3 Packwood Mfg. Co., G. H. 9 Welch, Holme & Clark Co. 58 Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Co. 3 Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Giyaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Wurster & Sanger, Inc. 180, 185 Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112			
Filtrol Corp. 96 Oronite Chemical Co. 8 Victor Chemical Co. 104 Fine Organics, Inc. 162 Ottawa Chemical Co. 176, 182 Warwick Wax Co. 123 Fritzsche Brothers, Inc. 3 Packwood Mfg. Co., G. H. 9 Welch, Holme & Clark Co. 58 Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Division 35 Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Givaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Wurster & Sanger, Inc. 180, 185 Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112			
Fine Organics, Inc. 162 Ottawa Chemical Co. 176, 182 Warwick Wax Co. 123 Fritzsche Brothers, Inc. 74 Owens-Illinois Glass Co. 61 Washburn Co., T. F. 30, 186 Fuld Brothers, Inc. 3 Packwood Mfg. Co., G. H. 9 Welch, Holme & Clark Co. 58 Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Division. 35 Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Givaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Wurster & Sanger, Inc. 180, 185 Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112			Victor Chemical Co 104
Fritzsche Brothers, Inc. 74 Owens-Illinois Glass Co. 61 Washburn Co., T. F. 30, 186 Fuld Brothers, Inc. 3 Packwood Mfg. Co., G. H. 9 Welch, Holme & Clark Co. 58 Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Division 35 Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Givaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Wurster & Sanger, Inc. 180, 185 Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112			Warwick Way Co 123
Fuld Brothers, Inc. 3 Packwood Mfg. Co., G. H. 9 Welch, Holme & Clark Co. 58 Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Division 35 Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Givaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Glyco Products Co. 141 Wyandotte Chemical Co. 112			
Gesell Co., R. 186 Peck's Froducts Co. 21 Westvaco Chemical Division. 35 Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Givaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Glyco Products Co. 141 Wyandotte Chemical Division. 180, 185 Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112			
Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Givaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112			
Gillespie-Rogers-Pyatt Co. 125 Penick & Co., S. B. 127 Windsor Wax Co. 164 Givaudan-Delawanna, Inc. 68 Pennsylvania Industrial Chemical Glyco Products Co. 178 Co. 141 Wyandotte Chemical Co. 112	Gesell Co., R 186	Peck's Froducts Co 21	
Givaudan-Delawanna, Inc	Gillespie-Rogers-Pyatt Co 125	Penick & Co., S. B 127	
Glyco Products Co	Givaudan-Delawanna, Inc 68		
	Glyco Products Co 178		Wyandotte Chemical Co 112
			Zinsser & Co., William

PERFUME BASES

SOAPS DETERGENTS COSMETICS INSECTICIDES

Neumann, Buslee & Wolfe, inc.

Eale Ends

WELL, sooner or later, it had to happen! An oil well free for soap jingle contest winner—or \$25,000—as you choose. Take a shot at the new Dial Soap weekly jingle contest and Armour will give you the income from a producing oil well "that may eventually run as high as \$35,000 in 10 or 20 years" if you're the lucky winner. This big cash prize tops a series of 206 cash prizes. The jingle starts with "I'm glad I use Dial . . ." Maybe some thoughtful individual will admit he or she uses it because he or she simply likes the soap and win a prize for originality.

Whether chlorophyll does or does not kill odors is still a moot question as far as we can determine after examining various and sundry opinions by longhaired scientists here and abroad. But, this did not deter the officials of Oklahoma City recently from spraying the streets of their fair city with chlorophyll in a giant deodorizing campaign. It seems that jillions of crickets just up and died all over the downtown streets of Oklahoma City—and the subsequent odor was not exactly pleasant. So they flushed the streets with chlorophyll. Maybe they just flushed the odor away. It warn't a fair test, Englebert!

Did you read where the Federal income taxes paid by Du Pont for the first half of 1953 was greater than all the wages and salaries paid to all employees. And, it was added, the rates of pay at Du Pont this year and the number of employees both were at a record high. When you just sit and study a situation like this, it gives you quite a jolt. No wonder the Eisenhower administration is cutting here and slashing there as fast as the law allows in government spending. But, boy, they have a long way to go after what we have been educated to for the past decade!

And what ever became of EQ-53?

Soap use in France, intermittent at best and non-existent in most rural areas at worst, will get a shot in the arm. Imitating the success of their American counterparts, French soap manufacturers have set up a Bureau of Cleanliness with offices on a principal shopping street in Paris. There the French public is invited to come in and wash their hands free. The purpose of the effort, as stated by the Bureau, is to acquaint the public with the fact that "three-fourths of all Frenchmen use soap only once a week." To anyone who has ever been in a theatre in France, this seems like a slight exaggeration.

Taking a tip from the successful soap sampling campaigns in the past, the Democratic candidate for the governorship of New Jersey recently placed an order for 100,000 cakes of "Cashmere Bouquet," the wrapper of which will be suitably

printed with campaign material. The soap will be given away free on a door-to-door basis to households throughout the Garden State. Other political campaigners have found the soap give-away idea much more effective for getting across a campaign message than merely handing out a fistfull of campaign literature, which quickly finds its way to the nearest gutter. People pocket the soap and invariably read the political propaganda on the wrapper. With an important election year coming up in 1954, the idea suggests lots of possibilities for hard pressed soap outlits.

Damage suits, the bane of every manufacturer's existence, were recently uncovered as the specialty of a ring on the West Coast which had a group of attorneys and physicians on its payroll. Only these crooks went after bus and street car lines, railroads, truck and automobile operators, —not insecticides, soaps, deodorants, and

other retail products. The American Transit Association uncovered the racket. Same lawyers, same doctors, same testimony in dozens and dozens of cases,—doctors who do most of their "practicing" on the witness stand. Secret photographs when the "incapacitated" plaintiffs were off guard help beat the racket. But, it still thrives elsewhere, gentle reader,—and how!

Along the New Jersey Turnpike, the new fabulous high-speed road which cuts across the Garden State, there are a number of open roadside refreshment stands operated by a well-known chain. That these food stands have a fly problem is no secret. On hot days, the flies by the jillions just about take over everything in sight. Now, maybe their sanitation program may be basically faulty which is their problem. But why some enterprising sanitary supply outfit has not sold them a drum or two of residual insect spray and showed them how to use it,and where,-is a puzzle to us. Obviously, open food stands present a tough insect control problem, but in these cases we would guess there has been no attempt at control. Page the sales department!

Dream On!



"Gib mah reegards to Old Man Mars when you gets dere, Space Man!"

Is your advertising a dream program, full of hope but little fact? Or is it practical, down-to-earth, directed wholly to markets which you do and can sell? For example, if you want to blanket the field of cleansers, detergents, soaps, floor waxes, insecticides, aerosols, disinfectants, automotive chemicals, and allied chemical specialties, one publication can do the job for you at low cost and with minimum waste. That publication is

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Pyrenone is a registered trademark used exclusively to designate ratios and concentrations of piperonyl butoxide and pyrethrins.1 Pyrenones have gained universal recognition for high standards of efficiency in the formulation of widely diversified finished insecticides.

It frequently occurs that some users who have been delighted with one particular Pyrenone concentrate are unaware of the availability of the wide selection of other types of Pyrenone products which would have special value to them in other pest control problems.

All of the Pyrenone concentrates are prepared to meet certain characteristic requirements of formulators of finished insecticides. While a large number of insecticides are based on Pyrenone alone, there are almost as many others which combine Pyrenone with chlorinated hydrocarbons, phosphates, thiocyanates and other active ingredients.

Where fast knockdown is desired at an economical cost, a specific Pyrenone formulation is preferred.

Where low toxicity is essential for special reasons, there are other Pyrenone combinations.

Where residual characteristics are involved, still other Pyrenones are available.

And frequently Pyrenone concentrates are used as a part of a complex formulation designed for general purposes.

If you do not formulate finished products yourself, but are faced with problems from time to time needing improved products for pest control work, ask your supplier to contact the U.S.I. office in his area. Many formulators are taking full advantage of U.S.I.'s consulting service which is available without obligation.

¹Many manufacturers have requested permission to use the name Pyrenone on their labels and with certain restrictions—one of which stipu-lates their formula contains no toxic ingredients other than piperonyl butoxide and pyrethrins—permission has been granted. Further details furnished upon request.

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